



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

Thursday, July 06, 2023

COMMITTEE MEETING NOTICE

AD 01

SMITH, Tyron M, Agent
Belle's Liquor LLC
4266 N 75TH St
Milwaukee, WI 53216

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

Tuesday, July 18, 2023 at 01:05 PM

The access code is <https://meet.goto.com/646911493>. If you wish to call in: +1 (646) 749-3122 and use Access Code: 646-911-493.
Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Malt & Class A Liquor and Weights & Measures License Applications as agent for "Belle's Liquor LLC" for "Belle's Liquor" at 7278 N Teutonia 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

Roman, Carmen

From: License
Sent: Tuesday, June 6, 2023 2:14 PM
To: Roman, Carmen
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: 6-6-2023- Opposition to a Liquor Store
Attachments: Boza Letter 2-8-2023 - Opposition to a Liquor Store.pdf

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

-----Original Message-----

From: [REDACTED]
Sent: Tuesday, June 6, 2023 1:47 PM
To: License <LICENSE@milwaukee.gov>
Subject: 6-6-2023- Opposition to a Liquor Store

I just learned within the last 20 minutes that there is a hearing today regarding this matter. No Notice was received by me the property owner at the address below..

We Object to a liquor store being placed within
2-8-2023.

I have reattached our objection from

The message and any file transmitted with it contain confidential information that may be privileged from disclosure or otherwise protected against unauthorized use. The information contained in this message and the file transmitted with it is transmitted in this form based on a reasonable expectation of privacy and is for the exclusive and confidential use of the intended recipient. Any disclosure, distribution, copying or use of the information by anyone other than the intended recipient, regardless of address or routing, is strictly prohibited. If you have received this message in error, please advise the sender by immediate reply and delete the original message.

Personal messages express views solely of the sender and are not attributable to

or any affiliates of

REDACTED RECORD

Today's Date – February 8, 2023

TO: City of Milwaukee
Board of Zoning
809 N Broadway
Milwaukee, WI 53202
(414) 286-2555 Fax
boza@milwaukee.gov

REDACTED RECORD

RE: Notice Of Public Hearing
7278 N Teutonia Avenue
Bell's Liquor, LLC, Petitioner

Time and date of Hearing
February 9, 2023 6:15 Pm

Please be advised that notice was stamped on February 3rd and delivered by USPS on February 8, 2023. This does not allow us sufficient time to make arrangements to appear. As the _____ and

„ we would NOT be in favor of a Liquor Store being open

.. This is not the first attempt to open a liquor store within a block

I am sure that the church and proposed day care (you are voting on tonight) would not appreciate this type of business that close to their operations. We have had armed robberies of the fast food restaurants, pharmacy and gas station (100 yards south), a drive by shooting and increased drug use in this neighborhood. We frequently find liquor bottles and broken glass on our sidewalks and parking lots. A Liquor Store would only increase this blight and would not add anything positive to this location. A liquor store would not be a welcomed neighbor to this community. There is already a liquor store several blocks to the south. It looks like an armed fortress. Please deny this proposed use.

Very truly yours,

Crite, Yvette

From: License
Sent: Thursday, June 1, 2023 1:45 PM
To: Crite, Yvette
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: Belle's Liquor LLC

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

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



From:
Sent: Thursday, June 1, 2023 1:37 PM
To: License <LICENSE@milwaukee.gov>
Subject: Belle's Liquor LLC

Do we have to have another alcohol store in our neighborhood?

My neighbors and I brainstormed ideas and came up with these kind of stores:

Yoga Center
Crystal Shop
Vintage Toy Shop
Ice Cream Store
Coffee Shop...

Thanks,

Milwaukee, WI 53209

FW: Belle's Liquor LLC Application for a Class Malt & Class A Liquor License

Milano, Marissa <ldcoord@milwaukee.gov>

Mon 5/15/2023 2:16 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:

Sent: Monday, May 15, 2023 12:31 PM

To: License <LICENSE@milwaukee.gov>

Subject: Belle's Liquor LLC Application for a Class Malt & Class A Liquor License

I strongly object to having another liquor store in this area. There is absolutely no need for another liquor store in this area since we now have close to a dozen plus liquor stores within a three mile radius of this proposed location.

Another liquor store does not add any value to our quality of life here in this area, if anything it reduces our level of quality of life.

Drunk driving, reckless driving and crime will do nothing but increase and be enhanced by adding more businesses like this to our community.

I really believe and feel we can do better as a community/city by encouraging other businesses to come here other than another liquor store.

Pretty soon if we keep going down this path we will turn into another big city(like Chicago) with a liquor store on every block with all the problems this establishments can bring to our neighborhood and surrounding communities. Do we really want this to happen ??

Please! Turn down this application and lets find better uses for our buildings/properties for our neighborhoods/community/ and our Great City of Milwaukee.

Thank You

Please keep me informed on this matter and any other matters regarding my neighborhood.

Crite, Yvette

From: License
Sent: Tuesday, May 9, 2023 12:36 PM
To: Crite, Yvette
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: Liquor License for 7278 N Teutonia Ave
Attachments: 2023.05.08 license for 7278 N Teutonia.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

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

REDACTED RECORD



From:
Sent: Saturday, May 6, 2023 10:49 AM
To: License <LICENSE@milwaukee.gov>
Subject: Liquor License for 7278 N Teutonia Ave

 You don't often get email from [Learn why this is important](#)

Attention Members of the Common Council:

RE: Belle's Liquor LLC

7278 N. Teutonia Ave

I am It has recently come to my attention
that the property/business at 7278 N. Teutonia has applied for a Class A liquor license.
This is a matter of great concern to me and We are working
hard to maintain our neighborhood as a safe and desirable place to live and to send our children to
school and provide a neighborhood in which they can play safely.

We do not believe the addition of a liquor store in our area will help to achieve these goals but rather increase the possibility of crime. We see no real NEED for such an addition to our neighborhood since there are liquor stores nearby and convenience stores where snacks can be purchased without the temptation to try to purchase liquor illegally by underage young people.

We hope that when this matter is considered you will agree that the greater good of the neighborhood will be accomplished by denying this application for a liquor license. Thank you for your careful consideration of this matter and hearing our concerns.

I have also attached this letter as a MSWord document for your convenience.

REDACTED RECORD

AC

Cox, Andrew

From: License
Sent: Monday, April 10, 2023 1:45 PM
To: Cox, Andrew
Cc: Cooney, Jim; Martin, Faviola
Subject: FW: Alcohol Beverage License Near Residential Area

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: F
Sent: Monday, April 10, 2023 1:15 PM
To: License <LICENSE@milwaukee.gov>
Subject: Alcohol Beverage License Near Residential Area

 You don't often get email from [Learn why this is important](#)

Hi,

I am reaching out about the new alcohol and beverage license at 7278 N Tuentonia Avenue. I have a residential property within the area and would like to oppose the acceptance of this license. Placing a liquor store close to here will result in issues on or around our residential property along with other residential properties in the area. People will be prone to more disputes that can get physical around the area, threatening lives on or around my property and the other residential property.

I would like to open discussions and formally oppose this intention for a liquor license in this area. Please contact other landlords as well to further understand the implications and situations we will be putting our tenants in.

Thank you,

[Sent from Yahoo Mail for iPhone](#)

AC

Cox, Andrew

From: License
Sent: Monday, March 6, 2023 11:12 AM
To: Cox, Andrew
Cc: Cooney, Jim
Subject: FW: Objection letter/liquor license Tyrone M.Smith
Attachments: PastedGraphic-1.pdf

Please add

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
414-286-2364
www.milwaukee.gov/license



REDACTED RECORD

From:
Sent: Monday, March 6, 2023 9:19 AM
To: License <LICENSE@milwaukee.gov>
Subject: Objection letter/liquor license Tyrone M.Smith

You don't often get email from [License](#). [Learn why this is important](#)

To: The office of the City Clerk-License Division.

Pursuant to the Malt Liquor license applied for by Tyron M. Smith.
at 7278 N. Teutonia ave.

We feel it will promote more loitering and crime in the area.

There is a liquor store at 6859 N. Teutonia Ave already a block away.

Thank You for the opportunity to respond.

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/22/23
LICENSE TYPE: ALQML
NEW: ☒
RENEWAL: ☐

No. 348385
Application Date: 02/21/23

License Location: Belle's Liquor
Business Name: 7278 N. Teutonia Avenue

Licensee/Applicant: Smith, Tyron M
(Last Name, First Name, MI)

Date of Birth: 07/31/1974

Home Address: 4266 N 75th Street
City: Milwaukee
Home Phone: 414-467-4791

State: WI Zip Code: 53216

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

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

1. On 07/21/14, the applicant was cited at 7109 W Marion St., for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fine
Date: 02/25/19
Case: 15002674

2. On 08/06/15, the applicant was cited at 2856 N 44th St, for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fine
Date: 03/10/16
Case: 16002096

3. On 06/22/16, the applicant was cited at 2856 N 44th St., for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fine
Date: 10/20/16
Case: 16051139

Date: 03/09/2023
Officer: T. Geniesse

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Convenience Store/Liquor Store Inspection

Name of Premise: Belles Liquor
Address: 7278 N Teutonia Av
Phone: None

Owner: Tyrone M. Smith B/M 07/31/74, Exp. 7/26, S5308137427108
Owner address: 4266 N 75th St
City State Zip: Milwaukee, WI 53216
Owner Phone: 414-467-4791
Owner email: mvcb1952@gmail.com

Manager: Tyrone M. Smith
Home Address: 4266 N 75th St
City State Zip: Milwaukee, WI. 53216
Phone: 414-467-4791
Email: mvcb1952@gmail.com

Preferred contact: Tyrone M. Smith

Location currently open: ☐ YES ☒ NO

Projected open date: 06/01/2023

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

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

Premise Type: ☒Liquor Store
☐Convenience Store
☐Other:

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Class:	#:
Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No	#:	
Food:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	#:	
Extended Hours:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	#:	
Secondhand Dealer:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
 - a. ☐ Park
 - b. ☐ School
 - c. ☐ Youth Center
 - d. ☐ Church
 - e. ☐ Tavern(s) If so, how many
 - f. ☒ Residential
 - g. ☒ Other businesses
 - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Is there a parking lot ☒ Yes ☐ No
7. Is the parking lot clean? ☒ Yes ☐ No
8. Is the parking lot well lit? ☒ Yes ☐ No
9. Are there areas where a person could conceal themselves ☒ Yes ☐ No
10. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
11. Exterior Payphone? ☐ Yes ☒ No
12. Are there No Loitering Signs posted? ☐ Yes ☒ No
13. Are there exterior security cameras ☒ Yes ☐ No How Many: 5
14. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

15. Does this location have security cameras? ☒ Yes ☐ No
16. Are they in working order? ☒ Yes ☐ No
17. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. VCR ☐ Yes ☒ No
 - d. Recorded ☒ Yes ☐ No
18. How long is footage stored for later viewing: 30 days
19. Are there exterior cameras ☒ Yes ☐ No How many: 5
20. Are there interior cameras ☒ Yes ☐ No How many: 11
21. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No

Interior Survey:

22. 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
23. Is the interior of the location neat and clean? ☒ Yes ☐ No
24. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
25. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
26. Does the store sell single chore boy? ☐ Yes ☒ No
27. Does the store sell blunt wraps? ☒ Yes ☐ No
28. Does the store sell scales? ☐ Yes ☒ No
29. Does the store sell items that may be used as crack pipes? ☐ Yes ☒ No
a. Describe item
30. Does the store have an over abundance of sandwich baggies? ☐ Yes ☒ No
31. Does the owner understand that these items are often used for drug use? ☒ Yes ☐ No
32. Do the products in the store appear to be new and rotated often? ☐ Yes ☐ No
33. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☐ No
34. 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

Complete this section if alcohol establishment is a convenience store:

(** Read full ordinance for all details "68-4.3 Convenience Food Stores")

All convenience food stores not exempted under sub. 3 shall:

1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☒ No **
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees? ☐ Yes ☒ No
3. Does the store maintain one of the following on the licensed premise:
 - a. A safe that was in use at the convenience food store on August 17, 1994? ☐ Yes ☒ No
 - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department? ☐ Yes ☒ No
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise? ☒ Yes ☐ No ☐ N/A
5. Are at least two high-resolution surveillance security cameras installed? ☒ Yes ☐ No
6. Are the security cameras in working order? ☐ Yes ☐ No
7. Does one camera show an overall view of the counter and register area? ☒ Yes ☐ No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store? ☒ Yes ☐ No
9. Are the camera views obstructed by fixtures or displays? ☐ Yes ☒ No
10. Is the recorded footage stored for at least 30 days? ☒ Yes ☐ No
11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody? ☐ Yes ☒ No

12. Are customer entrances/exits made of glass or other transparent material? ☒ Yes ☐ No
a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☒ No
a. Contact Community Outreach and Education at 935-7836 for schedule.

Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

- a-1. The store is located in an enclosed shopping structure, enclosed commercial building or hospital. A convenience food store is not in an enclosed structure or building if a customer can enter it directly from the outside.
Does store conform to a-1 ☐ Yes ☐ No
- a-2. The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.
Does store conform to a-2 ☐ Yes ☐ No
- a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.
Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2? ☐ Yes ☐ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The store is under construction and the design has not been decided at this point. Mr. Smith will invite us back prior to opening for a walk through. He is also putting up additional cameras inside the store. He will post "No loitering" signs on the exterior of the building as well.

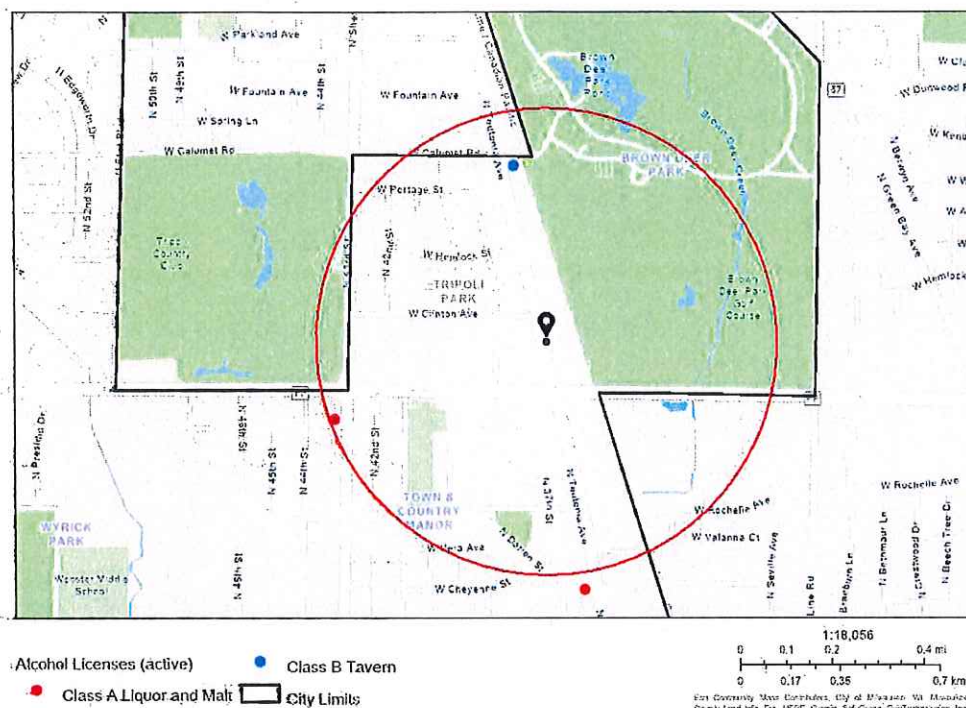


City 7278 N Teutonia Av

Area of Interest (AOI) Information

Area : 21,862,585.81 ft²

Feb 20 2023 15:34:13 Central Standard Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	2		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	THE THIRSTY FOX, INC	THE THIRSTY FOX	DOUGLAS N NEWSTED, Agt	7586 N TEUTONIA AV	Class B Tavern License	90	4/11/2023, 7:00 PM	1
2	MOHINDRA, INC	VINCE'S BEER AND LIQUOR	JAGDEEP S GREWAL, Agt	7141 N 43RD ST	Class A Malt & Class A Liquor License		7/24/2023, 7:00 PM	1

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



Thursday, July 06, 2023



Notice of Public Hearing

Blank Notice

SMITH, Tyron M, Agent
Belle's Liquor at 7278 N Teutonia Av
Class A Malt & Class A Liquor and Weights & Measures License Applications

Tuesday, July 18, 2023 at 1:05 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 7/18/2023 at 1:05 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	3700 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3701 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3702 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3703 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3704 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3705 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3706 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3707 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3708 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3709 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3710 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3711 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3712 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3714 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3717 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3718 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3719 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3720 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3721 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	3721 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3722 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3723 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3724 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3725 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	3725 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3726 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3727 W JUNIPER CT	MILWAUKEE, WI 53209-1960
CURRENT OCCUPANT	3729 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	3731 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	3735 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	3737 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	3741 W CLINTON AVE	MILWAUKEE, WI 53209-1940
CURRENT OCCUPANT	7248 N 38TH ST	MILWAUKEE, WI 53209-1937
CURRENT OCCUPANT	7250 N 38TH ST	MILWAUKEE, WI 53209-1937
CURRENT OCCUPANT	7274 N 38TH ST	MILWAUKEE, WI 53209-1970
CURRENT OCCUPANT	7278 N 38TH ST	MILWAUKEE, WI 53209-1970
CURRENT OCCUPANT	7282 N 38TH ST	MILWAUKEE, WI 53209-1970
CURRENT OCCUPANT	7286 N 38TH ST	MILWAUKEE, WI 53209-1970
CURRENT OCCUPANT	7302 N 38TH ST	MILWAUKEE, WI 53209-1939
CURRENT OCCUPANT	7306 N 38TH ST	MILWAUKEE, WI 53209-1939

Blank Notice

Total Records: 40

Radius 250.0 feet and Center of the Circle: 7278 N Teutonia 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:

Liquor Store

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

2. Business Operations

- a. Proposed Opening Date: April 1st 2023
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: _____
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☐ No ☒ Yes
If yes, list address(es): 4115 N 76th Milwaukee, Wisc 53222
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: Mac Velma's Corned Beef

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: 3 Locations: Near Register
Outside: 2 Locations: Back of Building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☐ Other: Eagle

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 12 and describe the parking security plan: NONE
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: In Rear of Building 3 Cameras
- 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? 20 and list locations: 4 outside
4 inside 12 IN Rest of Building
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe Only upon purchase

6. Percentage of Sales (must total 100%)

Alcohol <u>50</u> %	Food <u>10</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>40</u> %	_____ %	_____ %
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 _____ (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: Good Hope Rd.

d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____

e. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories _____ ☐ Other: _____

f. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: _____

g. Building Owner Name: Mare Velma's Corner Bar Phone Number: 414-467-4791

Building Owner Address: 4266 N. 75th Milwaukee, Wisc 53216

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

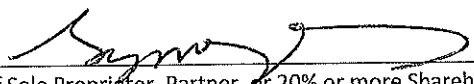
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	9 am	9 pm	40	21-65	
Monday	9 am	9 pm	40	21-65	
Tuesday	9 am	9 pm	40	21-65	
Wednesday	9 am	9 pm	40	21-65	
Thursday	9 am	9 pm	40	21-65	
Friday	9 am	9 pm	40	21-65	
Saturday	9 am	9 pm	40	21-65	

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: Belle Liqueur, LLC

Premise Address: 7278 N. Tenth Ave.

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.)? Belle's Liqueur

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

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 JAN 1, 2023 Ends _____

b) Monthly rental \$ 2500.00

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

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

e) For what length of time have you been guaranteed occupancy (number of years)? 25 years

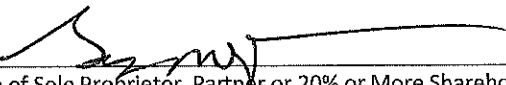
Lease Information (Continued)

- 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 occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

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

Signature



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

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

New and transfer of premises applicants must submit the following:

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



WEIGHTS & MEASURES LICENSE SUPPLEMENTAL APPLICATION

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

Office Use Only:

App# _____
Filed _____
Initials _____
Paid _____
Lic # _____

Legal Entity Name: Belle's Liquor, LLC

Premise Address: 7278 N. Teutonia Ave

Device Type(s)

- Check all device types for which you need a license.
- For each device type checked, indicate how many you have in the Number of Devices column (b).
- Calculate the Total Fee Per Device Type by multiplying the Fee Per Device Type (a) by the Number of Devices (b).
- Add all Total Fee Per Device Type amounts together and that will be your Total Fee Due.

* **Exception:** The Scanner fee is not per device. Check the box for the appropriate range.
If you have 1-3 scanners, the total due is \$130. If you have 4 or more scanners, the total due is \$250.
Check the Number of Devices (b).

Device Type	License Period	Fee Per Device Type (a)	Number of Devices (b)	Total Fee Per Device Type (a x b)
Liquid Measuring Devices				
<input type="checkbox"/> Retail Petroleum Meters	12 months	\$60		
<input type="checkbox"/> 0 to 30 gallons per minute	24 months	\$60		
<input type="checkbox"/> 31 to 200 gallons per minute	24 months	\$250		
<input type="checkbox"/> Over 200 gallons per minute	24 months	\$250		
Scales				
<input type="checkbox"/> Measuring any weight amount	24 months	\$55		
Scanners				
		Fee for scanners is by range	Check how many scanners you have	
<input checked="" type="checkbox"/> Up to 3 scanners	24 months	\$130 total*	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	
<input type="checkbox"/> Four or more scanners	24 months	\$250 total*	<input type="checkbox"/> 4 <input type="checkbox"/> Other _____	
Other Devices				
<input type="checkbox"/> Length Measuring Device	24 months	\$60		
<input type="checkbox"/> Timing Device	24 months	\$30		

Total Fee Due 130.00

Signature

I hereby agree that I will comply with the applicable sections of the Wisconsin State Statutes, Administrative Code and the Milwaukee Code of Ordinances regarding the operation of weighing and measuring devices.

I understand that all devices must be operated within the specifications, tolerances and other technical requirements set forth in the National Institute of Standards and Technology Handbook 44. I understand that the license for which I am applying must be posted on the premises or in my vehicle prior to opening for business or operating the device.

I understand that these device licenses are not transferable (with the exception of scanners). If the device is replaced or needs to be resealed, I must apply for and receive a new license so that an inspection of the device can be performed prior to its use.

I acknowledge that as a condition of being issued this license, I must allow the Health Department into the establishment to test the device to validate its specifications/tolerances. If my devices are found out of compliance, I may be charged inspection fees.

I have read, understand, and will adhere to all the above acknowledgments.

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

This form must be submitted with the Business License Application, Weights & Measures Plan of Operation, and appropriate fee.
Forms can be obtained online at www.milwaukee.gov/licenses.



WEIGHTS & MEASURES PLAN OF OPERATION

ccl-wmpln 1/9/18

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license license@milwaukee.gov

Legal Entity Name: Belles Liquor, LLC

Premise Address: 7279 N. Teutonia Ave Milwaukee, WI 53209

Type of Business

Provide a brief description of the establishment/business:

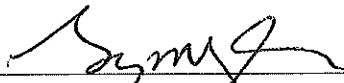
Liquor Store Beverage Store

Other licenses may be required depending on the type of business you are operating.

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: _____

Signature



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

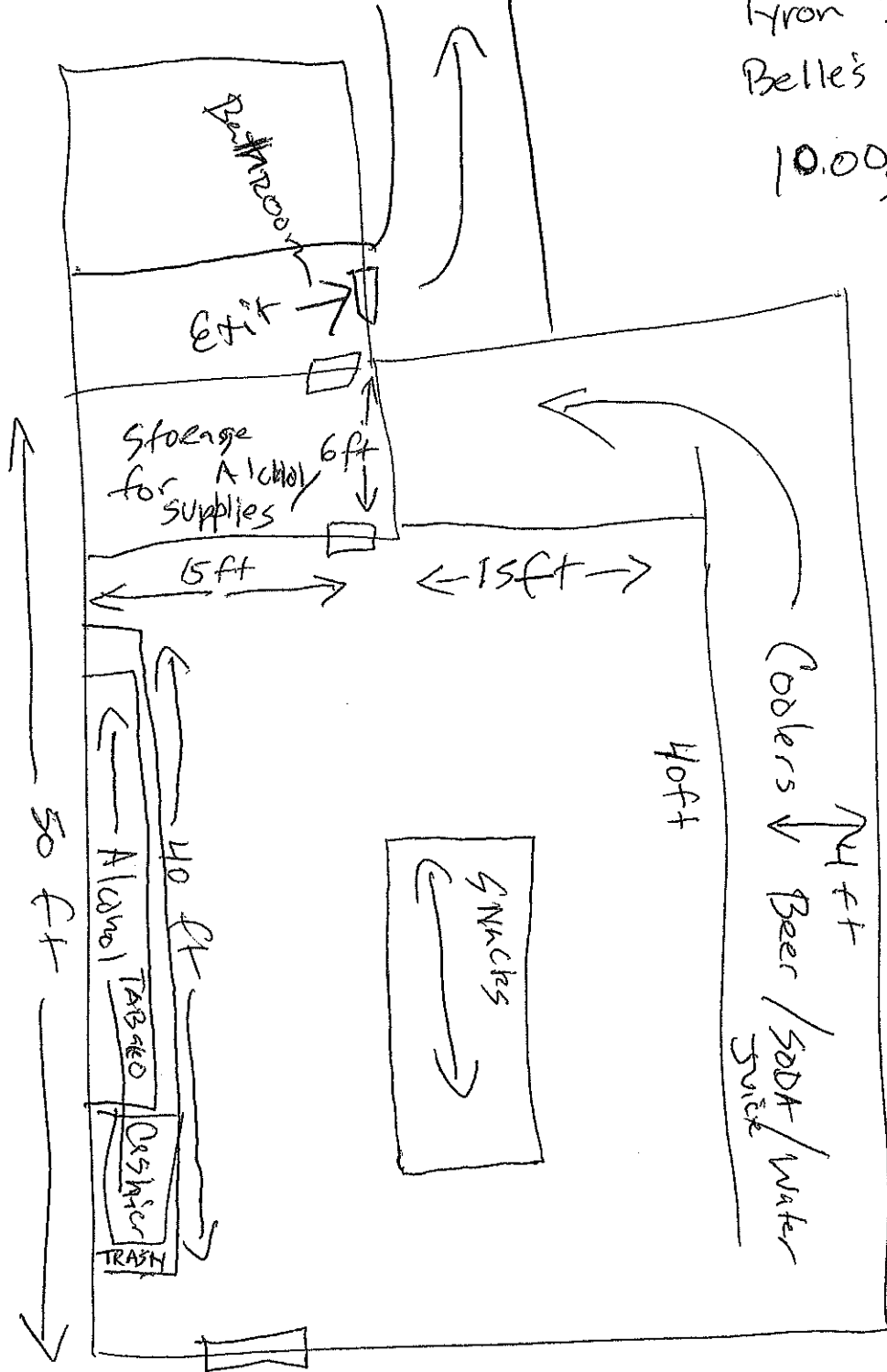
This form must be submitted with the Business License Application, Weights & Measures License Supplemental Application, and appropriate fee. Forms can be obtained online at www.milwaukee.gov/licenses.

Belle's liquor
7278 N Teutonia Ave
53210 ~~2-20-2023~~

TRASH

Tyron Smith
Belle's liquor LLC
10.00 sq ft

E



50 ft
Parking 50 X 12
W

20 ft

Teutonia Ave

S

N

Parking

Area 30 ft
30 X 40

Wisconsin Department of Financial Institutions

Strengthening Wisconsin's Financial Future

Search for:

Belles Liquor

Search Records

[Search](#)
[Advanced Search](#)
[Name Availability](#)**Corporate Records**

Result of lookup for B110672 (at 2/20/2023 1:55 PM)

BELLE'S LIQUOR LLC

You can: [File an Annual Report](#) - [Request a Certificate of Status](#) - [File a Registered Agent/Office Update Form](#)

Vital Statistics

Entity ID B110672

Registered Effective Date 12/05/2022

Period of Existence PER

Status Organized [Request a Certificate of Status](#)

Status Date 12/05/2022

Entity Type Domestic Limited Liability Company

Annual Report Requirements Limited Liability Companies are required to file an Annual Report under s. 183.0212, WI Statutes.

Addresses

Registered Agent Office TYRON M SMITH
4266 N. 75TH
MILWAUKEE , WI 53216

[File a Registered Agent/Office Update Form](#)

Principal Office**Historical Information**

Annual Reports None

Certificates of Newly-elected Officers/Directors None

Old Names None

Chronology

Effective Date	Transaction	Filed Date	Description
12/05/2022	Organized	12/05/2022	E-Form

[Order a Document Copy](#)