



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

Tuesday, October 29, 2024

**COMMITTEE MEETING NOTICE**

AD 15

ADAMS, Rickey L, Agent  
Power Hour Depot LLC  
5840 N 37TH St  
Milwaukee, WI 53209

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. The hearing will be held at:

**Tuesday, November 12, 2024 at 02:45 PM**

The access code is: <https://meet.goto.com/904159581> Please see the enclosed best practices document for further instructions

**Regarding:** Your Food Dealer Retail Application as agent for "Power Hour Depot LLC" for "Power Hour Depot" at 4534 W NORTH 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.**



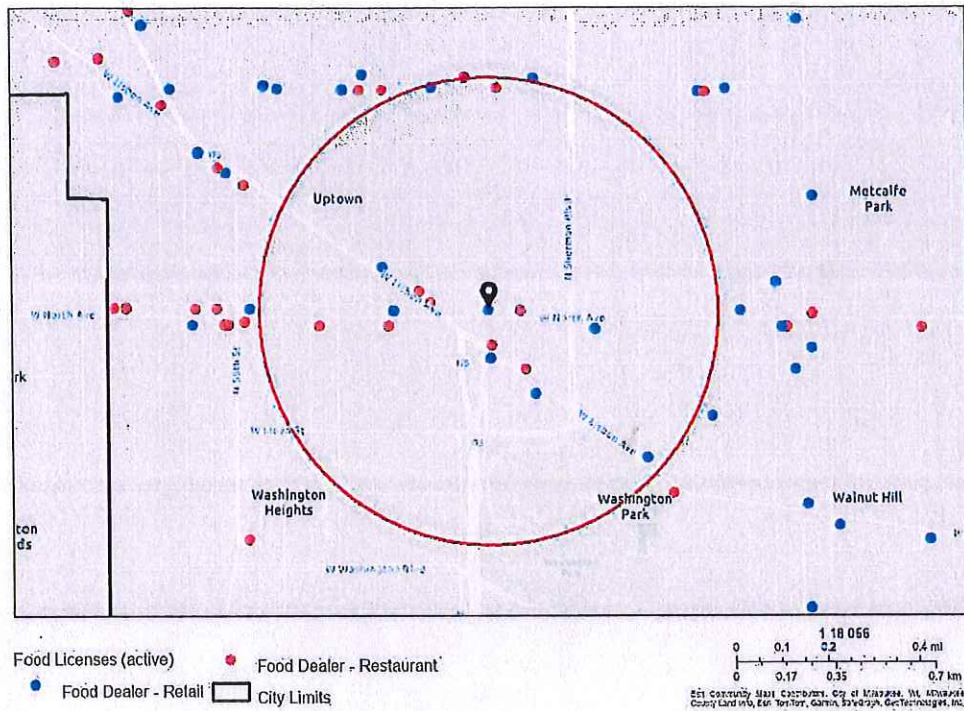


## Concentration Map for 4534 W North Ave

### Area of Interest (AOI) Information

Area : 21,862,585.81 ft<sup>2</sup>

Aug 23 2024 15:55:12 Central Daylight Time





## Summary

Name	Count	Area(ft²)	Length(mi)
Food Licenses	19		

## Food Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Lisbon Food & Beer, Inc	Lisbon Food & Beer	Ashwani Sharma, Agt	4401 W Lisbon AV	Food Dealer Retail		9/22/2024, 7:00 PM	1
2	NATURES NETER HERBS AND SUPPLEMENTS LLC	House of Vitali-tea	Kamar M Carter, Agt	4424 W NORTH AV	Food Dealer Retail		10/2/2024, 7:00 PM	1
3	Original Kings of Chicken LLC	Original King of Chicken	Willie L Murphy, Agt	4424 W LISBON AV	Food Dealer - Restaurant		11/15/2024, 6:00 PM	1
4	Tricklebee Cafe, Inc.	Tricklebee Cafe	Christie E Melby-Gibbons, Agt	4424-4424A W NORTH AV	Food Dealer - Restaurant		11/20/2024, 6:00 PM	1
5	GURU FOOD, LLC	GURU FOOD	MAMTA SINGH, Agt	4028 W LISBON AV	Food Dealer Retail		10/18/2024, 7:00 PM	1
6	Uptown on North LLC	786 Pantry	Shamika Harris, Agt	4534 W NORTH AV	Food Dealer Retail		10/23/2024, 7:00 PM	1
7	Brew City Pizza	Dominos	John Theisen, Agt	4211 W NORTH AV	Food Dealer - Restaurant		11/20/2024, 6:00 PM	1
8	J & P Foods Inc	JP Foods	Jatinder Singh, Agt	2309 N 49th ST	Food Dealer Retail		12/10/2024, 6:00 PM	1
9	CHINA TOWN, INC	CHINA TOWN RESTAURANT	LENNY CHU, Agt	5125 W NORTH AV	Food Dealer - Restaurant		12/9/2024, 6:00 PM	1
10	RALPH'S COFFEE	RALPH'S COFFEE	RALPH E NEELY, SP	4538 W LISBON AV	Food Dealer - Restaurant		12/18/2024, 6:00 PM	1
11	Viet Hoa Supermarket Inc	Viet Hoa Supermarket	Bill Nguyen, Agt	4900 W North AV	Food Dealer Retail		1/25/2025, 6:00 PM	1
12	Ruby J's Inc	Ruby J's Cafe	Eric R Brown, Agt	4734 W Lisbon AV	Food Dealer - Restaurant		1/8/2025, 6:00 PM	1
13	JACKSON'S SOUL FOOD REDEFINED LLC	JACKSON'S SOUL FOOD REDEFINED	Jacquelynn M Jackson, Agt	4519 W CENTER ST	Food Dealer - Restaurant		2/6/2025, 6:00 PM	1
14	Lisbon Mobil LLC	Mobil Gas Station	Hemant Khuttan, Agt	4950 W Lisbon AV	Food Dealer Retail		1/30/2025, 6:00 PM	1
15	SK PANTRY INC.	BC Supermarket	Sanjeev Dhingra, Agt	4225 W NORTH AV	Food Dealer Retail		2/10/2025, 6:00 PM	1
16	SHAN FOOD SALES INC	JUDY'S RED HOTS	Ali S Chattha, Agt	4806 W LISBON AV	Food Dealer - Restaurant		5/25/2025, 7:00 PM	1
17	K&S MCBOSBS LLC	McBob's Pub and Grill	Catherine M Klinnert, Agt	4919 W NORTH AV	Food Dealer - Restaurant		5/26/2025, 7:00 PM	1
18	Krishiv, Inc.	Hinnawi Meat & Deli	Yes P Patel, Agt	4737 W CENTER ST	Food Dealer Retail		9/17/2025, 7:00 PM	1
19	QUICKSTOP FOOD STORE LLC	DAVE'S BEACON SERVICES	Abdul Awana, Agt	4527 W LISBON AV	Food Dealer Retail		7/28/2025, 7:00 PM	1



**Cox, Andrew**

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**From:** License  
**Sent:** Monday, September 16, 2024 8:44 AM  
**To:** Melendez, Yadira; Cox, Andrew  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** FW: Smoke shop

**REDACTED**  
**BY** AC

Please add.

Jim Cooney  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2238  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Take our Survey!



**From:**  
**Sent:** Friday, September 13, 2024 2:48 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Cc:** Stamper II, Russell <Russell.StamperII@milwaukee.gov>  
**Subject:** Smoke shop

Hello,  
I'm writing in effort to let it be known that I oppose a proposed smoke shop opening:

I am told that the license is being sought by a Ricky Adams, who was previously denied a liquor license for the same location in a close vote. He is applying for a food retail/convenience store with tobacco (we already have several in our area). The application even appears that it may be appealing the liquor denial already. The name of the business is Power Depot 4534 West North Ave.

I strongly oppose this business, or any similar liquor/tobacco Business in our neighborhood.

Thank you for your time and consideration,



REDACTED

BY

AC

Cox, Andrew

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**From:** -----  
**Sent:** Thursday, September 12, 2024 7:39 PM  
**To:** License  
**Cc:** Stamper II, Russell  
**Subject:** Please deny application for convenience store 4534 W. North Avenue\_Power Hour Depot

Members of the License Committee,

I am writing this to express my opposition to a Food Retail/Convenience Store License application for 4534 W. North Avenue for Power Hour Depot, (Rickey Adams). Instead of bringing in more businesses that are seeking short sighted goals, we need to bring in more business that fill other critical needs in the community. Instead of providing more of the processed foods that are already abundant in other convenience stores, we need to bring fresh fruits and vegetables to improve the health of people living nearby. Over abundance of cigarettes, convenience foods and processed food is contributing to high rates of diabetes and high blood pressure.

I would not be surprised if this business will seek a liquor license for the high profit margins. This will only feed into the alcohol abuse that is already leading to crimes (mental and physical abuse, DWI and gun violence). How long until a CBD license is added?

Please deny this license and leave room for positive community building businesses.

Regards,



Cox, Andrew

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**From:** Thursday, September 12, 2024 9:26 PM  
**Sent:** License  
**To:** Stamper II, Russell  
**Cc:** Appeal to DENY licensing application for Power Hour Depot 4534 West North Avenue  
**Subject:** for Food Retail/Convenience Store

September 12, 2024

License Committee, City of Milwaukee,

CC Alderman Russell Stamper.

This letter is to express opposition to an application for food retail/convenience store licensure by Rickey Adams for Power Hour Depot 4534 West North Avenue in Milwaukee. There are a number of convenience stores already stocking primarily highly processed foods in the area. This does not meet a need in our neighborhood. And more tobacco sales, and in particular more alcohol sales -which the applicant has given the idea is his ultimate desire to appeal and apply for- I believe are detrimental to our neighborhood. A smoke shop recently opened very near to this location on North Avenue and already neighbors have indicated they believe it is attracting drug traffic.

As a home owner and resident of thirteen years in the neighborhood desiring a bright future for the neighborhood, I appeal to you to deny this application. Your support for the well being of our Uptown Crossing neighborhood is appreciated.

Sincerely,



**Cox, Andrew**

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**From:** Cooney, Jim  
**Sent:** Thursday, May 30, 2024 5:58 PM  
**To:** Cox, Andrew  
**Cc:** Martin, Faviola; Milano, Marissa  
**Subject:** Fwd: Chairwoman Nicholson Letter re: License Application  
**Attachments:** Licenses Committee Letter 5.29.24.pdf

Please add

Get [Outlook for iOS](#)

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**From:** Burgelis, Peter <Peter.Burgelis@milwaukee.gov>  
**Sent:** Wednesday, May 29, 2024 2:36:12 PM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Subject:** FW: Chairwoman Nicholson Letter re: License Application



**Peter Burgelis (he/him) | Alderman District 11**  
**City of Milwaukee Common Council**  
**200 E Wells Street, Milwaukee, WI 53202**  
**Office 414-286-3768**  
**Legislative Aide [Sherry Prochaska](#)**

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**From:** Ludwig, Fred <Fred.Ludwig@milwaukeecountywi.gov>  
**Sent:** Wednesday, May 29, 2024 2:34 PM  
**To:** Zamarripa, JoCasta <JoCasta@milwaukee.gov>  
**Cc:** Melendez, Yadira <Yadira.Melendez@milwaukee.gov>; Spiker, Scott <Scott.Spiker@milwaukee.gov>; Westmoreland, Lamont <Lamont.Westmoreland@milwaukee.gov>; Burgelis, Peter <Peter.Burgelis@milwaukee.gov>; Young, Angel <Angel.Young@milwaukee.gov>  
**Subject:** Chairwoman Nicholson Letter re: License Application

Please see the attached letter from Milwaukee County Board Chairwoman Nicholson regarding the license application for Power Hour Depot.



**Fred Ludwig**  
Government Affairs Liaison  
Milwaukee County Board of Supervisors  
414.882.0424 | [county.milwaukee.gov](https://www.county.milwaukee.gov)



This message is intended for the sole use of the individual and entity to which it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the intended addressee, nor authorized to receive for the intended addressee, you are hereby notified that you may not use, copy, disclose or distribute to anyone the message or any information contained in the message. If you have received this message in error, please immediately advise the sender by reply email and delete the message.



# MARCELIA NICHOLSON

## MILWAUKEE COUNTY BOARD CHAIRWOMAN

May 29, 2024

Aldерwoman JoCasta Zamarripa  
Chairwoman, City of Milwaukee Licenses Committee  
200 East Wells Street  
Milwaukee, WI 53202

### Electronic Communication

Dear Chairwoman Zamarripa,

I am writing to urge the Licenses Committee to reject the application of "Power Hour Depot LLC" for a Class A Malt & Class A Liquor and Food Deal License at 4534 W North Ave.

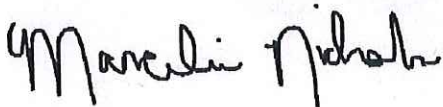
As Chairwoman of the Milwaukee County Board and the County Board Supervisor who represents this neighborhood, I wholly support responsible economic development that creates well-paying jobs and promotes the well-being of families in the community. To that end, I believe there are more creative and impactful ways to utilize this space to better improve the health and lives of individuals who call this area home and make it more family-oriented and inclusive for all.

Liquor stores often have a disproportionate presence in neighborhoods of color, contributing to a range of negative impacts. These establishments can perpetuate cycles of poverty, while also increasing crime rates and decreasing property values. Moreover, the over-concentration of liquor stores can exacerbate health issues like alcoholism and substance abuse within these communities. This unequal distribution of liquor stores in communities like Uptown reflect system inequities and reinforces social and economic disparities.

I would urge the Licenses Committee to refuse this application and look forward to any opportunities to work with you as we strive to make Milwaukee County a healthier and more equitable community for those we represent.

Thank you for your consideration of my comments.

In collaboration,



Marcelia Nicholson  
Chairwoman  
Milwaukee County Board of Supervisors  
10th District Supervisor

Cc: Members of the City of Milwaukee Licenses Committee

### MILWAUKEE COUNTY BOARD OF SUPERVISORS

901 North 9th Street, RM 201 • Milwaukee, WI 53233 • Phone: (414) 278-4261 • Fax: (414) 223-1380  
marcelia.nicholson@milwaukeecountywi.gov • county.milwaukee.gov/nicholson



April 23, 2024

License Division  
200 E. Wells Street  
Room #105  
Milwaukee, WI 53202

To Whom It May Concern,

We have received information that a new liquor store may open at 46th Street and North Avenue, specifically 4534 North Avenue. While we appreciate the idea of new businesses coming into our neighborhood, we are concerned about opening another liquor store in an area where we already have 15+ nearby.

We have been living in this neighborhood for the past eight years and have noticed an increase in the frequency of gunshots. In the first year of living here, gunshots were very rare, but now they have become a common occurrence. Our neighborhood lacks proper police and safety measures, such as foot patrols, bicycle police patrols, or regular car patrols. Unfortunately, there has been an increase in shootings in our community, and the combination of guns and alcohol is never a good one.

We walk around our neighborhood daily and have noticed that the amount of litter in our immediate blocks has increased. The location where this liquor store is supposed to open is particularly bad with discarded small, cheap liquor bottles and broken glass scattered on our sidewalks and streets. It is quite disturbing to see this, and I fear that another liquor store would only contribute to this problem.

We would like to emphasize the need for positive change in our neighborhood. We disapprove of another store with cheap booze entering our community, further degrading our safety and overall neighborly feel.

We object to this establishment by Power Hour Depot opening in our neighborhood.

Sincerely,

REDACTED  
BY  
RC



## FW: Liquor License

Milano, Marissa <ldcoord@milwaukee.gov>

Sat 4/20/2024 11:59 AM

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

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

REDACTED  
BY  
KC



**Take Our Survey!**

---

Sent: Saturday, April 20, 2024 11:59 AM

To: Milano, Marissa <ldcoord@milwaukee.gov>

Subject: Re: Liquor License

Hi Marissa

The address is 4534 W. North Ave (not Center St)  
Business: Power Hour Depot

Please REJECT this liquor license...thank you.

On Saturday, April 20, 2024 at 11:48:21 AM CDT, Milano, Marissa <ldcoord@milwaukee.gov> wrote:

Can you please provide the premises address or name of the business? We need this specific information to add your objection to the record.

Best,

Marissa Milano

*She/her/hers*



4/22/24, 6:17 AM

Mail - Collins, Rolanda - Outlook

License Coordinator

City Clerk-License Division

200 E Wells St #105

[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

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Sent: Saturday, April 20, 2024 10:32 AM  
To: License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>  
Subject: Liquor License

Hello

REDACTED  
BY KC

Please REJECT a liquor license for the store on 46th & Center.

Not good for a healthy neighborhood.

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](http://www.milwaukee.gov/email_disclaimer)



REDACTED  
BY AC

April 20, 2024

Office of the City  
Clerk-License Division, City Hall, Room 105  
200 East Wells Street  
Milwaukee, WI, 53202

To whom it may concern,

My neighbor brought to my attention that you have received an application from Power Hour Depot, Power Hour Depot LLC for a Class "A" Liquor and Malt Retailer's license for the property at 4534 W. North Ave. I am writing to express my strong objections to granting such a license for anyone for this property.

My family has lived on the same block of the property in question for over 10 years. During that time, we have worked very hard with our neighbors to create a family-friendly culture of safety and security. I believe the presence of a liquor store would greatly compromise the culture we are striving to nurture.

On your Notice of Public Interest Form, it states that objections should address the "adverse impact on the health, safety and welfare of the public and the neighborhood."<sup>1</sup> Numerous studies show that liquor stores do have the propensity to have such an adverse impact. John Hopkins Bloomberg School of Public Health, for example, reported in a study that "Such stores have been shown to be an important component of the social infrastructure that destabilizes communities."<sup>2</sup> Another example is found in a report from The City University of New York. They note that in neighborhoods with a past history of redlining (such as our neighborhood), there is a correlation between the prevalence of liquor stores and violent crime.<sup>3</sup> Researchers noted that such correlations are not limited to New York, but are being reported around the country. The researchers concluded that licensing is one effective way of addressing this problem.

One might argue that we need to bring more thriving businesses into our neighborhood, and that would be true. We do need business—such as groceries, pharmacies, restaurants, etc. that can contribute to the economic well-being of our neighborhood. A liquor store does not do this. As a

<sup>1</sup> [https://www.milwaukee.gov/ImageLibrary/Groups/cclLicenses/Notice\\_of\\_Public\\_Interest\\_New\\_App.pdf](https://www.milwaukee.gov/ImageLibrary/Groups/cclLicenses/Notice_of_Public_Interest_New_App.pdf)

<sup>2</sup> See John Hopkins Bloomberg School of Public Health, "Off-Premises Liquor Stores Targeted to Poor Urban Blacks," June 6, 2000 (<https://publichealth.jhu.edu/2000/alcohol-off-premises/>).

<sup>3</sup> Haley, Sean J., Shari J. Jardine, Elizabeth A. Kelyin, Christopher Herrmann, and Andrew R. Maroko. 2023. "Neighborhood Alcohol Outlet Density, Historical Redlining, and Violent Crime in NYC 2014–2018" *International Journal of Environmental Research and Public Health* 20, no. 4: 3212. <https://doi.org/10.3390/ijerph20043212>  
For a summary, see CUNY, "Study Explores Association Between Alcohol Outlet Density and Violent Crime in Historically Redlined Neighborhoods," March 16, 2023 (<https://sph.cuny.edu/life-at-sph/news/2023/03/16/study-explores-association-between-alcohol-outlet-density-and-violent-crime-in-historically-redlined-neighborhoods/>). For the study itself, see <https://www.mdpi.com/1660-4601/20/4/3212>



recent publication from the Medical College of Wisconsin notes, "Bars and alcohol retailers are sometimes viewed, incorrectly, as drivers of growth and prosperity in some communities."<sup>4</sup>

As a licensing board, you have a lot of power to control the quality of life for our neighborhood. We already have to deal with other negative issues on a regular basis such as slum lord properties and the crime they draw, and have learned that once a property becomes a problem, it is difficult to turn it around because of Milwaukee's lack of enforcement resources. You have a chance to stop a problem before it begins. If the LLC claims that it will be an exception to the kind of studies I have cited—which are only a small sampling of the many that exist, I would ask that you have them prove their case with documented research from authoritative sources; that they prove that they can have a positive impact on the health, safety and welfare of the public and the neighborhood through that kind of a business. There are plenty of commercial properties in the Milwaukee area that are not located in residential neighborhoods and that could give this LLC a place to do its business. Please do not let them do business in our neighborhood at the expense of our well-being.

Sincerely,

REDACTED  
BY AC

cc: Alderman Russell W. Stamper, II

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<sup>4</sup> Medical College of Wisconsin, Wisconsin Alcohol Policy Project, "Measuring Alcohol Outlet Density in Wisconsin: Does Your Community Have a Problem?" (<https://www.mcw.edu/-/media/MCW/Departments/Comprehensive-Injury-Center/WI-Alcohol-Policy-Project/Measuring-Alcohol-Outlet-Density-in-Wisconsin-Does-Your-Community-Have-a-Problem.pdf>), p. 7.



**FW: Objection to new Liquor Store at 4534 North Avenue, MKE**

License &lt;LICENSE@milwaukee.gov&gt;

Wed 4/24/2024 9:38 AM

To: Collins, Rolanda &lt;Rolanda.Collins@milwaukee.gov&gt;

📎 1 attachments (16 KB)

New Liquor Store.docx;

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

REDACTED  
BY  
RC

[Take Our Survey!](#)

From:

Sent: Tuesday, April 23, 2024 6:00 PM

To: License &lt;LICENSE@milwaukee.gov&gt;

Subject: Objection to new Liquor Store at 4534 North Avenue, MKE

**License Division:**

To whom it may concern,  
We object to a new liquor store at 4534 North Avenue, MKE  
Please see the attached letter.



**Jackson, Annette**

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:16 PM  
**To:** Jackson, Annette  
**Subject:** FW: Liquor License for 4534 W. North Ave

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY  
RJ

**From:** L...  
**Sent:** Wednesday, April 17, 2024 10:06 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Liquor License for 4534 W. North Ave

Hello,

I am a close resident to the proposed liquor store and liquor licence for Power Hour Depot at 4534 W. North Ave. Without any information about this business and how they plan to conduct business in this area, I object to the liquor license. There are liquor stores at both 30th on North and at 60th on North, and bars all in between. I have not been shown, and have not seen how adding another liquor store will add moral value to our neighborhood.

Thank you for your time,



## Jackson, Annette

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:17 PM  
**To:** Jackson, Annette  
**Subject:** FW: Malt/Liquor license 4534 West North Avenue

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY  
AJ

**From:**   
**Sent:** Wednesday, April 17, 2024 6:06 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Malt/Liquor license 4534 West North Avenue

Good Evening,

I am writing this email as a concerned citizen of a neighborhood in which I have lived for over 15 years. I . The proposed malt/liquor license for the address located at 4534 West North Avenue, I have to say that myself and my family object to and are opposed to it. We have seen the recent decline in the neighborhood from vagrants, drug and alcohol addicts to the increased homelessness and approving this license would only magnify this already worrisome issue. There is also no need for another liquor store when I can list and you as the committee can look into it and see that there are at a minimum of at least 5 within a 1 mile radius. There is a greater issue at hand when people have businesses that really matter to the committee, but can't get approval and somehow we can always find a new liquor store or smoke shop on the nearest corner. This over saturation of liquor stores is not helpful and the traffic to that already heavy populated corner would not be suitable. Consideration needs to be given to the people of this neighborhood, myself and my family being part of this community already struggle with safety.

Please consider our objection and safety as I love and support my city but I DO NOT SUPPORT this license approval.

Thank you



**Crite, Yvette**

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:25 PM  
**To:** Crite, Yvette  
**Subject:** FW: Opposition to Liquor License at 4534 n 46 st

**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](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY

**From:**  
**Sent:** Thursday, April 18, 2024 11:50 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Opposition to Liquor License at 4534 n 46 st

I oppose the approval of this license because this property will be a nuisance to the neighborhood. I have lived here for three years and truly love this area but it is delicate. One unruly house or one selfish business can have negative effects that ripple throughout the community. This proposed store would bring an increase in non residents loitering outside on the corners and in cars, consuming alcohol in the open, in vehicles and in alleyways and improperly disposing of them in said public spaces, leaving the neighborhood to pick up the scattered, broken refuse on a daily basis.

There are more than 20 young children who live on this single block alone and their parents will feel significantly less comfortable having their children on foot in the neighborhood even effecting their daily walks to and from the bus stop.

There is very limited parking on north Ave at this location so cars will park on 46, best case being constant (literally) foundation shaking bass rumble from cars and the increased traffic and speeding down our residential block once customers disembark.

The common council has been considering allowing denial of liquor Licenses in areas with concentrated poverty and elevated crime and this area would fit the criteria for both.



As to the liquor store itself, it is of the utmost importance that the holder of a license be committed to the responsible and safe distribution of their wares. The proposed name for this particular venture is Power Hour Depot, a reference to a drinking game in which as much alcohol is consumed as possible in a short period of time. This should give the committee pause as to the seriousness of the applicants.

While there are some business on north Ave in the area, there is a far greater concentration of residential stock. I believe that lack of business density in the case of an problematic establishment would unfairly put the onus on the residential community in proximity to it.

Thanks for hearing my concerns about this proposed establishment, I am interested in any follow up information.

REDACTED  
BY  




**Crite, Yvette**

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:18 PM  
**To:** Crite, Yvette  
**Subject:** FW: Opposed to liquor license

**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](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY

---

**From:**  
**Sent:** Wednesday, April 17, 2024 3:49 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Opposed to liquor license

We are opposed to liquor license being issued to store on either 45th or 46TH and North Avenue.



## Crite, Yvette

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:15 PM  
**To:** Crite, Yvette  
**Subject:** FW: no to the liquor store

**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](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY

---

**From:** !  
**Sent:** Thursday, April 18, 2024 8:00 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** no to the liquor store

Hello.

the reason for this email is send my objection to the plans of  
converting the convenience store located at 4534 W North Ave to a liquor store.



**Crite, Yvette**

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:16 PM  
**To:** Crite, Yvette  
**Subject:** FW: Liquor License Application - 4534 W. North Ave

**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](http://www.milwaukee.gov/license)

REDACTED  
BY  




Take Our Survey!

---

**From:**  
**Sent:** Wednesday, April 17, 2024 8:17 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Liquor License Application - 4534 W. North Ave

Dear Sir or Madam,

I'd like to express opposition to the license applied for by Power Hour Depot LLC, a Class A Malt and Liquor license for the location 4534 W. North Ave. This neighborhood is already plagued by alcohol litter, broken bottles, and beer cans thrown all over the place. We can't walk our dogs in the neighborhood without avoiding glass on the sidewalks from beer bottles, and kids already stand by thrown out beer cans when they're waiting for their bus in the morning.

This store would add to the problem that already exists, and is not a healthy environment for kids to be in as they make their way to school.

Please keep this license out of our neighborhood and away from the schools.



Roman, Carmen

---

From: License  
Sent: Thursday, April 18, 2024 12:17 PM  
To: Roman, Carmen  
Subject: FW: Objection to Class A Malt & Liquor Licenses for 4534 W North Ave.

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](http://www.milwaukee.gov/license)

REDACTED  
BY *RC*



Take Our Survey!

Sent: Wednesday, April 17, 2024 6:56 PM  
To: License <LICENSE@milwaukee.gov>  
Subject: Objection to Class A Malt & Liquor Licenses for 4534 W North Ave.

To Whom It May Concern:

I am opposed to the granting of a Class A Malt License and Class A Liquor License for the address 4534 W North Avenue (corner of 46th & North Ave). We have opposed applications for similar licenses in the past. We have lived on this block since 2006. We have raised our children on this block. We do not want to see the site of the former convenience store approved for the selling of alcoholic beverages.

On March 1, 2024, Power Hour Depot, Power Hour Depot LLC applied for a Class A Malt and Class A Liquor License for the property at 4534 W North Avenue. We are opposed to this property being used for the selling of liquor and alcohol.

Sincerely



Roman, Carmen

---

From: License  
Sent: Thursday, April 18, 2024 12:15 PM  
To: Roman, Carmen  
Subject: FW: liquor store license 4534

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](http://www.milwaukee.gov/license)

REDACTED  
BY RC



Take Our Survey!

---

Sent: Thursday, April 18, 2024 7:56 AM  
To: License <LICENSE@milwaukee.gov>  
Subject: liquor store license 4534

Hello.

I St the reason for this email is send my objection to the plans of  
converting the convenience store located at 4534 W North Ave to a liquor store.



Roman, Carmen

---

From: License  
Sent: Thursday, April 18, 2024 12:18 PM  
To: Roman, Carmen  
Subject: FW: Opposition to North & 46 liquor license

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](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY *KC*

From: -----  
Sent: Wednesday, April 17, 2024 1:55 PM  
To: License <LICENSE@milwaukee.gov>  
Subject: Opposition to North & 46 liquor license

Because of the loitering on the corner. Its bad enough when people come from Wendy's and throw their garbage on the ground.



# FW: Objection to: APPLICATION Class A Malt & Class A Liquor License for Power Hour Depot, LLC

License <LICENSE@milwaukee.gov>

Thu 4/18/2024 12:16 PM

To: Collins, Rolanda <Rolanda.Collins@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](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

REDACTED  
BY RC

Sent: Wednesday, April 17, 2024 8:41 PM

To: License <LICENSE@milwaukee.gov>

Subject: Objection to: APPLICATION Class A Malt & Class A Liquor License for Power Hour Depot, LLC

License Division,

I am writing to object to and request you deny the APPLICATION Class A Malt & Class A Liquor License for Power Hour Depot, LLC at 2534 W North Avenue.

I have lived in the neighborhood for nearly 10 years and for all 10 of those years our neighborhood has struggled with alcohol related litter, wreckless driving, and intoxicated people wandering the neighborhood. Another liquor store will bring more of all three.

I have yet to mow my front lawn without having to first pick up glass bottles and beer cans. It is impossible to walk our dogs through the neighborhood without having to watch for and avoid broken glass.

Turning onto 46th Street from North Avenue is often not safe - the corner store customers park illegally, don't pay attention to cars or pedestrians, and ignore the traffic lights and barrier/signs indicating that 46th is not a through street across North.

Another Liquor store will bring no value to the neighborhood but will make existing issues exponentially worse.



**FW: Liquor store on 46 and North Avenue**

License &lt;LICENSE@milwaukee.gov&gt;

Thu 4/18/2024 12:18 PM

To: Collins, Rolanda &lt;Rolanda.Collins@milwaukee.gov&gt;

Please add objection

Marissa Milano

She/her/hers

License Coordinator

City Clerk-License Division

200 E Wells St #105

[www.milwaukee.gov/license](http://www.milwaukee.gov/license)**REDACTED  
BY** *RC*

Take Our Survey!

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

From:

Sent: Wednesday, April 17, 2024 4:19 PM

To: License &lt;LICENSE@milwaukee.gov&gt;

Subject: Liquor store on 46 and North Avenue

I do not want a liquor store on the corner of 46 and North because this is a school district and there are day cares where this is an environment for children and with myself raising young children in this neighborhood I feel that it will attract a crowd of too much negativity we already have the mini highway where the homeless people panhandle at so I think it will bring them to our corner and I feel it will be unsafe for my young children to visit the establishments that are already there like Wendy's, convenience store, beauty supply stores, barber shops and hair salons that are already present for them visit we also have a check cashing service that I feel will attract different types of crimes due to the liquor store being there across the street

Sent from my iPhone



Cox, Andrew

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:18 PM  
**To:** Cox, Andrew  
**Subject:** FW: North and 46 liquor license- oppose

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

**From:**  
**Sent:** Wednesday, April 17, 2024 2:02 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** North and 46 liquor license- oppose

Hello my name is \_\_\_\_\_ and I live in the neighborhood of \_\_\_\_\_ I've been in this neighborhood for around 15 years I oppose opening up a liquor store in our neighborhood which is just going to bring devastation bottles garbage we already have a problem with Speeders on this block and we opposed to have liquor been sold on this block I can be contacted at area code \_\_\_\_\_ thank you



Cox, Andrew

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:17 PM  
**To:** Cox, Andrew  
**Subject:** FW: opposition to liquor license at 4534 W North Ave

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

**From:** >  
**Sent:** Wednesday, April 17, 2024 7:26 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** opposition to liquor license at 4534 W North Ave

Hello,

My name is . I reside at . I am opposed to granting a  
Class A Malt & Class A Liquor License at 4534 W North Avenue. Sherman Park has enough corner liquor  
stores. We need more grocery stores with fresh produce or another business that provides a community service,  
rather than another liquor store. Please reject this application.

Sincerely,



Cox, Andrew

---

**From:** License  
**Sent:** Thursday, April 18, 2024 12:16 PM  
**To:** Cox, Andrew  
**Subject:** FW: Liquor License for 4534 W. North Ave

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

**From:**  
**Sent:** Wednesday, April 17, 2024 9:13 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Liquor License for 4534 W. North Ave

Hello,

I am writing to let you know, as a resident of Milwaukee that lives close by to 4534 W. North Ave and drives past almost daily, that I object to that address getting a liquor license and selling liquor.

There are many low-income individuals and families that live nearby and a liquor store is not what the community needs. The community needs uplifting businesses such as a grocery store or health food market. In order to prevent further deterioration of the area as well as crime, we should not have liquor be made more accessible. I strongly oppose a liquor store going in. Please feel free to contact me if you have any questions.

Thank you,

cell:  
address:



FW:

Martin, Faviola <Faviola.Martin@milwaukee.gov>

Wed 4/17/2024 12:16 PM

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

Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Milano, Marissa <Idcoord@milwaukee.gov>

**Please add. The address is 4534 W North for Power Hour Depot**

**From:** Ellzey, Dameon <Dameon.Ellzey@milwaukee.gov>

**Sent:** Tuesday, April 16, 2024 12:58 PM

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

**Cc:** Stamper II, Russell <Russell.StamperII@milwaukee.gov>

**Subject:** Fwd:

Hello Jim and Faviola,

Please add this to the file for the LIQOUR store app at the corner of 46th and north avenue. Thank you.

"A revolutionary is guided by feelings of love"

Begin forwarded message:

**From:**

**Date:** April 16, 2024 at 12:32:56 PM CDT

**To:** "Stamper II, Russell" <[Russell.StamperII@milwaukee.gov](mailto:Russell.StamperII@milwaukee.gov)>

I am a concerned citizen that lives in the \_\_\_\_\_, and I am opposed to a liquor license  
be issued to the store on the corner of 46TH and north.

REDACTED  
BY RC



**Crite, Yvette**

---

**From:** License  
**Sent:** Monday, April 15, 2024 10:11 AM  
**To:** Crite, Yvette  
**Subject:** FW: Please no liquor store at 4534 W. North Ave!

**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](http://www.milwaukee.gov/license)

Take Our Survey!

**REDACTED  
BY**  


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

**From:**  
**Sent:** Monday, April 15, 2024 10:07 AM  
**To:** License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>  
**Subject:** Please no liquor store at 4534 W. North Ave!

Good morning,  
I'm writing to strongly encourage the city to not give a Class A Malt and Class A liquor license to any incoming store at 4534 W North Avenue. Our neighborhood does not need a liquor store! We are trying to cultivate a peaceful and healthy environment, with gardening, a community cafe, and childcare. Please say No to a liquor store and Yes to more local grocery stores! That's what we really need!

Respectfully,



FW: Opposition to liquor license- 4534 north ave

License <LICENSE@milwaukee.gov>

Mon 4/15/2024 8:40 AM

To: Collins, Rolanda <Rolanda.Collins@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](http://www.milwaukee.gov/license)



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REDACTED  
BY *RC*

From: I

Sent: Sunday, April 14, 2024 1:19 PM

To: License <LICENSE@milwaukee.gov>

Subject: Opposition to liquor license- 4534 north ave

My \_\_\_\_\_ and I live in the neighborhood where they are trying to obtain liquor license I oppose of it because of the problems that it will bring to our neighborhood and our community selling liquor with garbage Riff Raff bottles glass I just don't see that it should be in our neighborhood



**Jackson, Annette**

---

**From:** License  
**Sent:** Thursday, March 21, 2024 12:00 PM  
**To:** Jackson, Annette  
**Subject:** FW: NO to Liquor store at 4534 W. North Ave.!

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



Take Our Survey!

REDACTED  
BY  
DJ

**From:** C  
**Sent:** Thursday, March 21, 2024 11:58 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** NO to Liquor store at 4534 W. North Ave.!

To Whom It May Concern,  
I write to express concern about the proposed liquor store at 4534 W. North Ave.  
We do NOT need a liquor store in our neighborhood. (I wish it were a true grocery store.)  
Please do not allow them to pull a liquor/malt license.  
Thank you for your time.

Milwaukee, WI 53208



Roman, Carmen

---

**From:** Martin, Faviola  
**Sent:** Wednesday, March 20, 2024 12:05 PM  
**To:** Roman, Carmen  
**Cc:** Cooney, Jim; Milano, Marissa  
**Subject:** FW: New Liquor storeConcerns Regarding New Liquor Store Business License Application

Please add

---

**From:** Martin, Faviola  
**Sent:** Wednesday, March 20, 2024 12:05 PM  
**To:**  
**Cc:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>; Roman, Carmen <Carmen.Roman@milwaukee.gov>  
**Subject:** RE: New Liquor storeConcerns Regarding New Liquor Store Business License Application

This was received and will be added to the record.

Have a good day,



Faviola Martin  
License Division Assistant Manager  
200 E. Wells St. Rm. 105  
Milwaukee, WI 53202  
Office 414-286-2238  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
[Take Our Survey Here](#)



REDACTED  
BY 

---

**From:**  
**Sent:** Wednesday, March 20, 2024 12:00 PM  
**To:** Roman, Carmen <Carmen.Roman@milwaukee.gov>  
**Cc:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>  
**Subject:** Re: New Liquor storeConcerns Regarding New Liquor Store Business License Application

Please confirm someone out of the 4 people cc'd has received this.

Peace and Love,



This e-mail is intended only for the use of the addressee and may contain confidential and/or privileged information. If you have received this e-mail in error, please advise the sender immediately by reply e-mail and delete the message. You may not use, copy, disclose, or take any action based on this e-mail or any information within it if you are not the addressee or authorized to receive it for the addressee. Thank you for your cooperation.

---

**From:** I

**Sent:** Wednesday, March 20, 2024 11:59:48 AM

**To:** Roman, Carmen <Carmen.Roman@milwaukee.gov>

**Cc:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>

**Subject:** Re: New Liquor storeConcerns Regarding New Liquor Store Business License Application

Greetings!

This is my third response.

4534 West North Avenue.

REDACTED  
BY 

18

This e-mail is intended only for the use of the addressee and may contain confidential and/or privileged information. If you have received this e-mail in error, please advise the sender immediately by reply e-mail and delete the message. You may not use, copy, disclose, or take any action based on this e-mail or any information within it if you are not the addressee or authorized to receive it for the addressee. Thank you for your cooperation.



**From:** Roman, Carmen <Carmen.Roman@milwaukee.gov>

**Sent:** Wednesday, March 20, 2024 11:57:36 AM

**To:**

**Cc:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>

**Subject:** RE: New Liquor storeConcerns Regarding New Liquor Store Business License Application

Good Morning,

This is my 3<sup>rd</sup> attempt following up my previous email.

Can you please provide the address of the business you are objecting to. In In order for us to attached this objection to the correct business.

Thank you,

*Carmen Roman*

License Specialist III  
City of Milwaukee  
License Division  
(414) 286-2238



REDACTED  
BY *ce*

**From:** Roman, Carmen

**Sent:** Friday, March 15, 2024 11:57 AM

**To:**

**Cc:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>

**Subject:** RE: New Liquor storeConcerns Regarding New Liquor Store Business License Application

Good Morning,

Following up on my last email?

**From:** Roman, Carmen

**Sent:** Wednesday, March 13, 2024 10:44 AM

**To:** .....

**Cc:** Milano, Marissa <ldcoord@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin, Faviola <Faviola.Martin@milwaukee.gov>; Cox, Andrew <Andrew.Cox@milwaukee.gov>

**Subject:** RE: New Liquor storeConcerns Regarding New Liquor Store Business License Application

**Importance:** High

Good Morning,

Can you please provide the address of the business you are objecting to. In In order for us to attached this objection to the business we need the premises address.



Thank you,

*Carmen Roman*

License Specialist III  
City of Milwaukee  
License Division  
(414) 286-2238



REDACTED  
BY *CR*

**From**

**Sent:** Monday, March 11, 2024 12:53 PM

**To:** License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>

**Subject:** New Liquor store Concerns Regarding New Liquor Store Business License Application

To whom may it concern:

I hope this letter finds you well. I am writing to express my concerns regarding the recent application for a new liquor store business license, particularly its proximity to my business at

While I understand the importance of economic development and growth in our community, I am apprehensive about the potential impact this new liquor store may have on the atmosphere and safety of our neighborhood. As a longstanding member of this community, I have invested considerable time and effort into creating a welcoming and family-friendly environment at my establishment.

The presence of a liquor store nearby raises several concerns, including:

1. **\*\*Safety and Security:\*\***

- Liquor stores can sometimes attract undesirable activities or individuals, which may pose safety concerns for our customers and employees.

2. **\*\*Impact on Local Businesses:\*\***

- The introduction of a new liquor store in close proximity could have a negative impact on foot traffic to other businesses, potentially affecting sales and overall business viability.

3. **\*\*Community Image:\*\***

- Our neighborhood has worked hard to maintain a positive and vibrant image. The addition of another liquor store may send conflicting messages about the values we hold dear.

I kindly request that the City Clerk's Office considers these concerns seriously during the review process for the liquor store business license. Additionally, I would appreciate the opportunity to discuss this matter further and explore potential mitigations or conditions that could address these concerns effectively.

Thank you for your time and attention to this matter. I believe that open communication and collaboration can help find solutions that benefit both the new business and the existing community.



I look forward to hearing from you soon.

REDACTED  
BY cl

This e-mail is intended only for the use of the addressee and may contain confidential and/or privileged information. If you have received this e-mail in error, please advise the sender immediately by reply e-mail and delete the message. You may not use, copy, disclose, or take any action based on this e-mail or any information within it if you are not the addressee or authorized to receive it for the addressee. Thank you for your cooperation.

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**Crite, Yvette**

---

**From:** License  
**Sent:** Thursday, March 14, 2024 9:23 AM  
**To:** Crite, Yvette  
**Subject:** FW: Liquor license application for 4534 W. North Ave.

**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](http://www.milwaukee.gov/license)

**REDACTED  
BY**  




[Take Our Survey!](#)

---

**From:**  
**Sent:** Wednesday, March 13, 2024 5:35 PM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Liquor license application for 4534 W. North Ave.

Our area has been steadily gaining many family friendly businesses and spots to hang out and play. I fear that a liquor license for 4534 W. North Ave would put a dent in our efforts and send our efforts backwards.

We have many positive businesses here at present that we want to nurture. And we anticipate gaining more. A store selling liquor is not a positive addition.

With alcohol abuse being a major problem we anticipate nothing but problems with this easy access to liquor. With the weather warming up, this will only exasperate any problems that might come up. Including loitering panhandling and littering.

On 45th and North there is a garden with an orchard across the street. Tricklebees restaurant is also on 45th. They have a pay what you can menu that is very popular and they run various activities out of their building; yoga and a book club to name a few.

Across the street is a very successful daycare that has been there over 10 years. There is Fresh Start on 44th and North Ave. They help get women off the street. And the SOS Center ( a Lutheran organization) on 46th and North Ave has after school tutoring, activities and serves dinner during the week for grade schoolers.

The French Immersion MPS is on 48th and North Ave. They are K-8. And there is a WIC office on the corner of 47th and North Ave. All of these establishments are a few blocks from the proposed liquor store.



These businesses and services serve mainly woman and children who are easily victimized if we are not diligent. For the sake of our neighborhood's future, please do not grant this licensure.

Thank you.

**REDACTED**  
**BY**  
  

---



**Crite, Yvette**

---

**From:** License  
**Sent:** Wednesday, March 13, 2024 12:28 PM  
**To:** Crite, Yvette  
**Subject:** FW: Objection to 4534 W. North Avenue Liquor License Application.

**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](http://www.milwaukee.gov/license)

**REDACTED**  
BY  




Take Our Survey!

**From:**  
**Sent:** Wednesday, March 13, 2024 11:42 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Objection to 4534 W. North Avenue Liquor License Application

Hello,  
I'm writing to object to the Liquor License application for 4534 W. North Avenue for Power Hour Depot, Power Hour Depot LLC.  
I've been living in \_\_\_\_\_ since 1990 and have seen many changes. \_\_\_\_\_ the Uptown Crossing Neighborhood Association and .

This is a family and children oriented neighborhood, so a liquor store is not a good fit. Many very positive and transformational changes have occurred in this area over the years, and we would like it to keep moving in that direction as challenges still exist.

**Here is a snapshot of that area:**

1. The Uptown Community Garden (since 2013) at 2321-25 N. 45th St. We already find empty liquor bottles left on the garden site and in the street.
2. In 2016 the city planted an orchard across from the garden that is well cared for.
3. Tricklebee Pay-What-You-Can Cafe at the corner of 45th and North Ave (4424 W. North Ave). brings healthy food, calm positivity and attracts families and children. It's more than a restaurant, they hold outdoor family events in the summer and indoor family events in colder weather.
4. There is a daycare center across the street from Tricklebee Cafe.
5. The SOS Center at 4620 W. North Ave. runs an after school program for children from Hi-Mount School, as well as other family oriented outreach.
6. Wee Care WIC Wisconsin is located next to SOS at 4630 W. North Ave.



7. Fresh Start Learning Center Inc, 4314 W. North Ave. has been in the area for many years. Their focus is "meeting the needs of those who have fallen victim to human trafficking, homelessness, hopelessness, drug addiction, or domestic abuse."
8. Zim Knives, 4404 W. North Ave., recently moved their business to this area - the owner is a craftsman and bladesmith.
9. Wendy's is just across the street from 4534, bringing in many children and families from all over.
10. Many neighborhood adults and children frequent the large convenience store kitty corner from Tricklebee Cafe.
11. Traffic and parking are already a challenge at that corner. Wouldn't be surprised if customers end up parking in the Beauty Supply Store's large parking lot just next door to 4534.

I hope you can see from the above that a liquor store is not a good fit. We need businesses that will calm the area, and bring positivity. This area needs much TLC. Please don't throw a local liquor store into the mix.

**REDACTED**  
BY  
YD



Roman, Carmen

---

**From:** License  
**Sent:** Monday, March 11, 2024 11:14 AM  
**To:** Roman, Carmen  
**Subject:** FW: 4534 W North Avenue

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

REDACTED  
BY *al*

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



Take Our Survey!

---

**From:** ---  
**Sent:** Monday, March 11, 2024 10:52 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** 4534 W North Avenue

Regarding the liquor license request for the above address,  
Being a 14 year resident of this community,

I feel strongly, as do my neighbors, that more liquor is not what will serve our neighborhoods best interest.  
I do not consent or agree to this license being granted for more liquor being sold/served on this block of North Avenue.

There are plenty of other locations to obtain alcohol.

Please help keep our streets safe. We have many families and countless children in this community.

Thank you in advance for your cooperation in this matter.

Respectfully,



**Richardson, Tonja**

**From:** License  
**Sent:** Monday, March 11, 2024 2:19 PM  
**To:** Richardson, Tonja  
**Subject:** FW: 4534 W North Ave Application

Please add objection

Marissa Milano  
She/her/hers  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Take Our Survey!

**REDACTED**  
**BY**  
TR

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

**From:**  
**Sent:** Monday, March 11, 2024 2:00 PM  
**To:** License <[LICENSE@milwaukee.gov](mailto:LICENSE@milwaukee.gov)>  
**Subject:** 4534 W North Ave Application

Dear Licensing Division,

I am reaching out about the 4534 W North Avenue application to convert the existing corner convenience store into a liquor store. North Avenue, and particularly this area, already supports many liquor store locations. This represents an over saturation of liquor or smoke related retail in the area, while ignoring more critical services. As a neighbor, I care about what happens nearby, and I do not believe that this type of retail is needed or appropriate for this community when other options already far outweigh the need.

Please consider other uses for this community and invite other business types to activate the corner of 46th and North.

Sincerely,



Roman, Carmen

---

From: License  
Sent: Monday, March 11, 2024 11:14 AM  
To: Roman, Carmen  
Subject: FW: 4534 W North Avenue

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)

REDACTED  
BY 



[Take Our Survey!](#)

---

From:  
Sent: Monday, March 11, 2024 10:52 AM  
To: License <LICENSE@milwaukee.gov>  
Subject: 4534 W North Avenue

Regarding the liquor license request for the above address,  
Being a 14 year resident of this community,  
2472 n 47th St,

I feel strongly, as do my neighbors, that more liquor is not what will serve our neighborhoods best interest.  
I do not consent or agree to this license being granted for more liquor being sold/served on this block of North  
Avenue.

There are plenty of other locations to obtain alcohol.

Please help keep our streets safe. We have many families and countless children in this community.

Thank you in advance for your cooperation in this matter.

Respectfully,

Sent from Proton Mail for iOS



b

Date:  
Officer:

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

Name of Premise: **Power Hour Depot**

Address: 4535 W. North Avenue

Phone: 414-750-8016

Owner: Rickey ADAMS

Owner address: 4534 W. North Avenue

City State Zip: Milwaukee, Wisconsin 53208

Owner Phone: 414-750-8016

Owner email:

Manager: Rickey Adams

Home Address: 4535 W. North Avenue

City State Zip: Milwaukee, Wisconsin 53208

Phone: 414-750-8016

Email:

Preferred contact: Rickey Adams

Location currently open: ☐ YES ☒ NO

Projected open date: When approved for the License

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

Hours of Operation: Sun: 9AM - 9 PM ☐ 24 hours ☐ Y ☒ N

Mon: 9AM - 9 PM

Tue: 9AM - 9 PM

Wed: 9AM - 9 PM

Thu: 9AM - 9 PM

Fri: 9AM - 9 PM

Sat: 9AM - 9 PM

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



Licenses currently held:

Alcohol: ☐ Yes ☐ No Class: #:  
Tobacco: ☒ Yes ☐ No #:  
Food: ☐ Yes ☐ No #:  
Extended Hours: ☐ Yes ☐ No #:  
Secondhand Dealer: ☐ Yes ☐ No Type: #:  
Other: ☐ Yes ☐ No Type: #:  
Other: ☐ Yes ☐ No Type: #:

**Exterior Survey:**

1. Is the area around the location clean? ☐ Yes ☒ No
2. What surrounds the location? (Check all the apply)
  - a. ☐ Park
  - b. ☐ School
  - c. ☐ Youth Center
  - d. ☐ Church
  - e. ☐ Tavern(s) If so, how many
  - f. ☒ Residential
  - g. ☒ Other businesses
  - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☐ Yes ☒ No
4. Can you see the employees inside of the location from the outside ☐ Yes ☒ No
5. Are exterior windows free of signage ☐ Yes ☒ No
6. Is there a parking lot ☒ Yes ☐ No
7. Is the parking lot clean? ☒ Yes ☐ No
8. 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: 7
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: N/A
19. Are there exterior cameras ☒ Yes ☐ No How many: 8
20. Are there interior cameras ☒ Yes ☐ No How many: 7
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:**

This location isn't open yet.





Tuesday, October 29, 2024



# Notice of Public Hearing

Blank Notice

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ADAMS, Rickey L, Agent  
Power Hour Depot at 4534 W NORTH Av  
Food Dealer Retail Application

**Tuesday, November 12, 2024 at 2:45 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 11/12/2024 at 2:45 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 internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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.

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## **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.**



## Mailing Address Radius

House Number	Street Dir	Street Name
<input type="text" value="4534"/>	<input type="text" value="W"/>	<input type="text" value="NORTH AV"/>
Radius (feet)	Select List	
<input type="text" value="250"/>	<input type="text" value="All Residential"/>	<input type="button" value="Search"/> <input type="button" value="Export"/>

Report ran: Tue Oct 29 2024 11:35:24 GMT-0500 (Central Daylight Time)  
Results returned: 32

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2230 N 46TH ST	MILWAUKEE, WI 53208-1228
CURRENT OCCUPANT	2232 N 46TH ST	MILWAUKEE, WI 53208-1228
CURRENT OCCUPANT	2236 N 46TH ST	MILWAUKEE, WI 53208-1228
CURRENT OCCUPANT	2236A N 46TH ST	MILWAUKEE, WI 53208-1228
CURRENT OCCUPANT	2238 N 46TH ST	MILWAUKEE, WI 53208-1228
CURRENT OCCUPANT	2239 N 45TH ST	MILWAUKEE, WI 53208-1226
CURRENT OCCUPANT	2239A N 45TH ST	MILWAUKEE, WI 53208-1226
CURRENT OCCUPANT	2303 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2315 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2315A N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2318 N 46TH ST	MILWAUKEE, WI 53210-2916
CURRENT OCCUPANT	2319 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2319A N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2320 N 47TH ST	MILWAUKEE, WI 53210-2922
CURRENT OCCUPANT	2324 N 46TH ST	MILWAUKEE, WI 53210-2916
CURRENT OCCUPANT	2325 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2326 N 47TH ST	MILWAUKEE, WI 53210-2922
CURRENT OCCUPANT	2328 N 46TH ST	MILWAUKEE, WI 53210-2916
CURRENT OCCUPANT	2330 N 47TH ST	MILWAUKEE, WI 53210-2922
CURRENT OCCUPANT	2331 N 45TH ST	MILWAUKEE, WI 53210-2911
CURRENT OCCUPANT	2331 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2333 N 45TH ST	MILWAUKEE, WI 53210-2911
CURRENT OCCUPANT	2334 N 46TH ST	MILWAUKEE, WI 53210-2916
CURRENT OCCUPANT	2335 N 46TH ST	MILWAUKEE, WI 53210-2917



CURRENT OCCUPANT	2341 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2344 N 46TH ST	MILWAUKEE, WI 53210-2916
CURRENT OCCUPANT	2345 N 45TH ST	MILWAUKEE, WI 53210-2911
CURRENT OCCUPANT	2345 N 46TH ST	MILWAUKEE, WI 53210-2917
CURRENT OCCUPANT	2347 N 45TH ST	MILWAUKEE, WI 53210-2911
CURRENT OCCUPANT	2350 N 46TH ST	MILWAUKEE, WI 53210-2916
CURRENT OCCUPANT	2351 N 46TH ST	MILWAUKEE, WI 53210-2917





## APPLICATION AMENDMENT

Office of the City Clerk License Division

200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

ccl-amend 9/10/18

Date: \_\_\_\_\_

To the License Division of the City of Milwaukee:

I, Rickey Leroy Adams, wish to amend my answer(s) on the application for a

Food Retail license at 4534 W North Ave 53208;

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): \_\_\_\_\_
8. Business name should be: \_\_\_\_\_
9. Premises address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Mailing address should be (include city/state/zip): \_\_\_\_\_
12. Email address should be: \_\_\_\_\_
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_
14. Class B Tavern: Age Distinction should be: \_\_\_\_\_
15. Other: Updating plans operation and Floor Plan

(Check with the License Division before submitting "Other" amendments using this form.)

Rickey Adams  
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: 364230 Date: 01/25/24 Initials: VA To LC: \_\_\_\_\_  
LC Email: ☐MPD ☐NS ☐HD Initials: \_\_\_\_\_





## 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](mailto: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:

Convenience store Grocery Items Hot Food

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

### 2. Business Operations

- a. Proposed Opening Date: 5-1-24
- 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: Food / used car
- 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: Food license
- 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: 2 Locations: main, behind counter  
Outside: 2 Locations: front door, back lot
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 3
- 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? 3 and describe the parking security plan: cameras
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise? ☐ No ☒ Yes If yes, how many? 1 and answer the following:  
What are their responsibilities? safety  
Is security equipment used? ☒ No ☐ Yes If yes, describe \_\_\_\_\_  
List their licensing, certification, or training credentials third party
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 4 and list locations: behind counter, main floor, outside main entrance
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol _____%	Food <u>85</u> %	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes <u>15</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):  
☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop  
☐ Other: Describe: First Floor South End of building
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Lisbon Avenue
- 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: Imran Ghafoor Phone Number: 414-687-1879  
 Building Owner Address: 5537 W. River Park Ct, Franklin, WI 53132

## 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	75	21-65	
Monday	9 am	9 pm	75	21-65	
Tuesday	9 am	9 pm	75	21-65	
Wednesday	9 am	9 pm	75	21-65	
Thursday	9 am	9 pm	75	21-65	
Friday	9 am	9 pm	75	21-65	
Saturday	9 am	9 pm	75	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)

Imran Ghafoor  
 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)

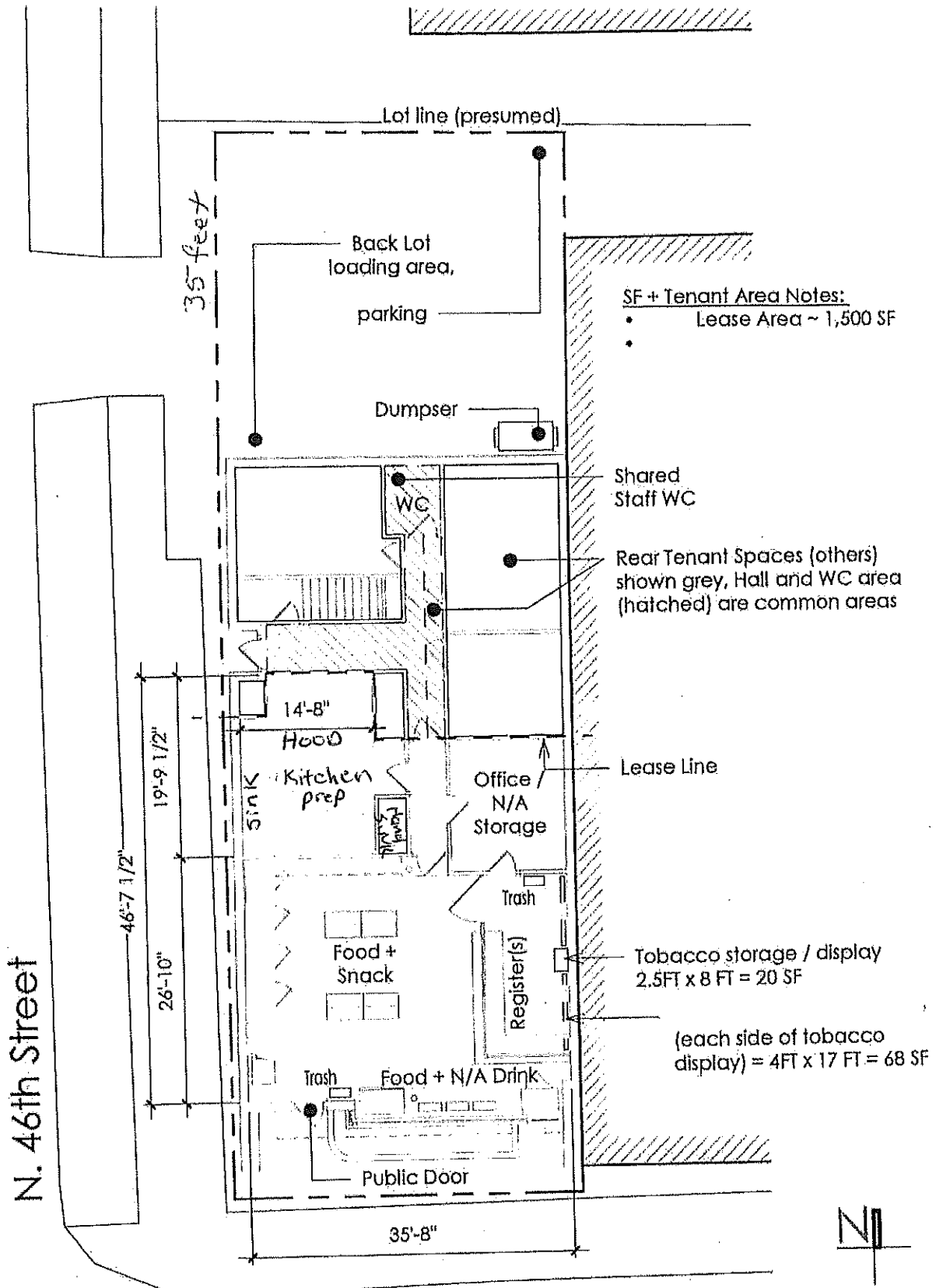
\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



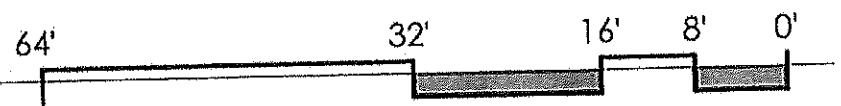
MKE

Power Hour Depot



N. 46th Street

W. North Avenue



1

Ground Floor Plan

1/16" = 1'-0"

Rickey Adams  
 Power Hour Depot, LLC  
 4534 W North Ave  
 Milwaukee, WI 53208  
 02.26.24

**solidstate**  
 architecture

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