



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

Monday, May 20, 2019

COMMITTEE MEETING NOTICE

AD 14

KRUSE, Bradley A, Agent
Nonfiction LLC
2611 E Oklahoma Av
Milwaukee, WI 53207

You are requested to attend a hearing which is to be held in Common Council Chambers, Third Floor, City Hall on:

Wednesday, May 29, 2019 at 08:45 AM

Regarding: Your Class A Liquor - Wine Only License Application as agent for "Nonfiction LLC" for "Nonfiction Wine Company" at 800 E Potter 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.

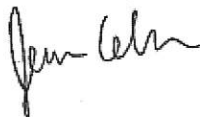
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may 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: _____

Jessica Celella
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



Monday, May 20, 2019

Licenses Committee Notice of Hearing

2627 S KK LLC
STEVE NEUFELD
2050 W GOOD HOPE Rd
GLENDALE, WI 53209

Date: 5/29/2019

Time: 08:45 AM

Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class A Liquor - Wine Only License Application
KRUSE, Bradley A, Agent
Nonfiction Wine Company at 800 E Potter Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





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If you have any questions, please call (414) 286-2238.



Roman, Carmen

From: License
Sent: Monday, May 6, 2019 9:01 AM
To: Roman, Carmen
Subject: FW: Objection: Class A Retailer's Intoxicating Liquor License (Wine Only)

Importance: High

Please add

Keren Becker
License Specialist III
City Clerk – License Division
O: (414) 286-2238
F: (414) 286-3057
License@Milwaukee.gov
www.Milwaukee.gov/license



From: /
Sent: Saturday, May 4, 2019 10:50 AM
To: License
Cc: Zielinski, Tony
Subject: Objection: Class A Retailer's Intoxicating Liquor License (Wine Only)

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

Subject: Objecting to Class A Retailer's Intoxicating Liquor (Wine Only) at 800 E Potter Street (Applicant – Bradley A. Kruse, Agt Non-Fictions LLC)

Dear Licensing Committee:

I, /, would like to ask the licensing committee to not grant the Class A Retailer's Intoxicating Liquor (Wine only) at 800 E Potter Street. This location is approximately 150 feet away from Siegel's where we carry a huge variety of wines. Adding another wine store at 800 E Potter Street would increase the concentration of alcohol in the area, therefore I respectfully ask the license committee to deny this request. Please let me know if/when the hearing will be scheduled as I would like to be there to speak against this license. Should you have any questions, please feel free to contact me.

Thanks,

REDACTED RECORD



Monday, May 20, 2019



Notice of Public Hearing

Virk, Amarjit
2632 S Kinnickinnic AV
Milwaukee WI 53207

KRUSE, Bradley A, Agent
Nonfiction Wine Company at 800 E Potter Av
Class A Liquor - Wine Only License Application

Wednesday, May 29, 2019 at 8:45 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/29/2019 at 8:45 AM, in Common Council Chambers, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

Date: 05-01-18
Officer: Josh Dummann

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

Name of Premise: Non Fiction Wine Company
Address: 800 E. Potter Av.
Phone:

Owner: Bradley A. Kruse
Owner address: 2611 E. Oklahoma Av.
City State Zip: Milwaukee, WI 53207
Owner Phone: 920-470-7165
Owner email: Bradley.kruse@gmail.com

Manager: Bradley A. Kruse
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Bradley A. Kruse

Location currently open: ☐ YES ☒ NO

Projected open date: 07-1-19

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

Hours of Operation: Sun: 12PM – 9PM ☐24 hours ☐Y ☐N
Mon:
Tue: 12PM – 9PM
Wed: 12PM – 9PM
Thu: 12PM – 9PM
Fri: 12PM – 9PM
Sat: 12PM – 9PM

Premise Type: ☒Liquor Store
☐Convenience Store
☒Other: Selling only wine

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Class: #:
Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No	#:
Food:	<input type="checkbox"/> Yes <input type="checkbox"/> No	#:
Extended Hours:	<input 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: #:

Who is your alcohol distributor? Unknown

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 **N/A**
8. Is the parking lot well lit? ☐ Yes ☐ No **N/A**
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, inoperable
12. Are there No Loitering Signs posted? ☐ Yes ☒ No
13. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

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

Interior Survey:

21. 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
22. Is the interior of the location neat and clean? ☒ Yes ☐ No
23. Does an interior camera face the entrance/exit? ☐ Yes ☒ No
24. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
25. Does the store sell single chore boy? ☐ Yes ☐ No **No plans to sell**
26. Does the store sell blunt wraps? ☐ Yes ☐ No **No plans to sell**
27. Does the store sell scales? ☐ Yes ☐ No **No plans to sell**
28. Does the store sell items that may be used as crack pipes? ☐ Yes ☒ No
a. Describe item N/A
29. Does the store have an over abundance of sandwich baggies: ☐ Yes ☒ No
30. Does the owner understand that these items are often used for drug use? ☒ Yes ☐ No
31. Do the products in the store appear to be new and rotated often? ☐ Yes ☐ No **N/A**
32. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ No
33. 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 "68-55 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 **Store is currently empty.**
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 **N/A**
10. Is the recorded footage stored for at least 30 days? ☐ Yes ☐ No **N/A**

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 **N/A**
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 **Location is currently empty**

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report is written by P.O. Joshua Dummann assigned to District Six, Early Power Shift.

On 05-01-19 at 3:00PM I conducted A CPTED survey at Non Fiction Wine Company located at 800 E. Potter Av. The location is currently vacant.

I met with Bradley A. Kruse who is the owner of the business and is awaiting the approval of a liquor license before remodeling the location. Mr. Kruse stated he will be selling only wine and will not be selling liquor, beer or food. I walked throughout the location with Mr. Kruse. I observed no security cameras at the location. Mr. Kruse stated he will be installing numerous cameras in both the interior and exterior of the location and will be remodeling the main business floor.

City of Milwaukee, Wisconsin



 Class C wine retailer



Alcohol Establishments within a .5 Mile Radius Centered on 800 E Potter Ave as of 04/17/2019.



Department of Administration - ITMD

Licensed Alcohol Beverage Establishments within a .5 Miles Radius Centered on 800 E. Potter Ave. as of 04/17/2019					
License Summary					Total
Class A Fermented Malt Beverage Retailer's License					2
Class A Malt & Class A Liquor License					1
Class A Retailer's Intoxicating Liquor License					1
Class B Fermented Malt Beverage Retailer's License					5
Class B Tavern License					34
Class C Wine Retailer's License					4
				Grand Total	47
Legal entity	Trade name	Licensee	License type name	Total capacity	Address
N LAW LLC	N LAW	MUHAMMAD T MUSTAFA, Agt	Class A Fermented Malt Beverage Retailer's License		2305 S HOWELL AV
BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	Class A Fermented Malt Beverage Retailer's License		2690 S KINNICKINNIC AV
SIEGEL LIQUOR, INC	SIEGEL LIQUOR	AMARJIT S VIRK, Agt	Class A Malt & Class A Liquor License		2632 S KINNICKINNIC AV
BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	Class A Retailer's Intoxicating Liquor License		2690 S KINNICKINNIC AV
Radbat LLC	Littleduck Kitchen & Catering	Melissa R Buchholz, Agt	Class B Fermented Malt Beverage Retailer's License		2301 S Howell AV
ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Scott C Gregory, Agt	Class B Fermented Malt Beverage Retailer's License		2530 S HOWELL AV
TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	Class B Fermented Malt Beverage Retailer's License		2663 S Kinnickinnic AV
CLASSIC SLICE, INC	CLASSIC SLICE PIZZA	MARISA D LANGE, Agt	Class B Fermented Malt Beverage Retailer's License		2797 S KINNICKINNIC AV
Cupol Enterprises LLC	St Francis Brewery & Restaurant	Rick A Michalski, Agt	Class B Fermented Malt Beverage Retailer's License	60	3000 S Howell AV
Still Shakers	Still Shakers	Brent A Rupcich, SP	Class B Tavern License	63	1051 E POTTER AV
LANDLUBBERS, INC	VICTORIA'S	GENE M MC KIERNAN, Agt	Class B Tavern License	77	1100 E POTTER AV
DOMINIC & PHILIP, INC	DE MARINIS ORIGINAL RECIPES	LUCIA R DE MARINIS, Agt	Class B Tavern License	160	1211 E CONWAY ST
NEHRING'S BAYVIEW MARKET, LLC	GROPPY'S FOOD MARKET	ANNE C FINCH-NEHRING, Agt	Class B Tavern License		1441 E RUSSELL AV
U.C. Jonas Inc	Mothership	PAUL U JONAS, Agt	Class B Tavern License		2301 S Logan AV
DRI 5 BAYVIEW LLC	CAFE CENTRAAL	ERIC G WAGNER, Agt	Class B Tavern License	261	2306 S KINNICKINNIC AV
Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	Class B Tavern License		2317 S Howell AV
SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	Class B Tavern License	80	2322 S KINNICKINNIC AV
NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	Class B Tavern License	99	2335 S KINNICKINNIC AV
RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	Class B Tavern License	80	2352-54 S Kinnickinnic AV
Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	Class B Tavern License	80	2376-78 S Howell AV
GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	Class B Tavern License	99	2394 S Kinnickinnic AV
THREE BROTHERS RESTAURANT LLC	THREE BROTHERS RESTAURANT	Patricia J Radicevic, Agt	Class B Tavern License	25	2414 S ST CLAIR ST
HIGGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	Class B Tavern License	160	2416 S KINNICKINNIC AV
Three Sheets LLC	The Stone	SHAWN T LEET, Agt	Class B Tavern License	80	2422 S Howell AV
Love Bowl Inc	Goodkind	WILLIAM J SEIDEL, Agt	Class B Tavern License	86	2457 S Wentworth AV
Piedmont Property Corporation	Puddler's Hall	Casey C Foltz, Agt	Class B Tavern License	80	2461 S St Clair ST
Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	Class B Tavern License		2473 S Kinnickinnic AV
Palomino Inc	Palomino Bar	VALERI A LUCKS, Agt	Class B Tavern License	80	2491 S SUPERIOR ST
CACTUS CLUB	CACTUS CLUB	ERIC J UECKE, SP	Class B Tavern License	80	2496 S WENTWORTH AV
At Random Cocktail Lounge LLC	At Random	JOHN M DYE, Agt	Class B Tavern License	90	2501 S DELAWARE AV
M2 Productions LLC	Kindred	Marija D Madunic, Agt	Class B Tavern License	150	2535 S Kinnickinnic AV
LOGAN & POTTER, INC	BURNHEARTS	WILLIAM J SEIDEL, Agt	Class B Tavern License	80	2599 S LOGAN AV
HI FI CAFE, LLC	HI FI CAFE	MARY K HART, Agt	Class B Tavern License		2640 S KINNICKINNIC AV
Honeypie Cafe & Bakeshop, Inc	Honeypie Cafe	VALERI A LUCKS, Agt	Class B Tavern License	49	2643 S KINNICKINNIC AV
BCTS LLC	Vanguard	CHRISTOPHER J SCHULIST, Agt	Class B Tavern License		2659 S KINNICKINNIC AV
Bumstead Provisions LLC	Crafty Cow/Hot Head Fried Chicken	David T Eichler, Agt	Class B Tavern License		2671-2675 S KINNICKINNIC AV
Marcat Corp	Hue Restaurant	MARK V NIELSEN, Agt	Class B Tavern License	48	2691 S Kinnickinnic AV
Franks Power Plant BV LLC	Franks Power Plant Bay View	Patricia A D'Acquisto, Agt	Class B Tavern License		2800 S KINNICKINNIC AV
TONI'S MOODY BLUES	TONI'S MOODY BLUES	TONI L MARUNOWSKI, SP	Class B Tavern License	49	2813 S HOWELL AV

OUTPOST NATURAL FOODS COOPERATIVE	OUTPOST NATURAL FOODS COOPERATIVE	EDWARD J SENER, Agt	Class B Tavern License		2826 S KINNICKINNIC AV	
Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	Class B Tavern License	49	422 E Lincoln AV	
MAPLE LEAF ENTERPRISES, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	Class B Tavern License	160	441 E LINCOLN AV	
FRANK'S NEWPORT, LLC	THE NEWPORT LOUNGE	FRANCIS C CREED, Agt	Class B Tavern License	80	939 E CONWAY ST	
Radbat LLC	Littleduck Kitchen & Catering	Melissa R Buchholz, Agt	Class C Wine Retailer's License		2301 S Howell AV	
TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	Class C Wine Retailer's License		2663 S Kinnickinnic AV	
CLASSIC SLICE, INC	CLASSIC SLICE PIZZA	MARISA D LANGE, Agt	Class C Wine Retailer's License		2797 S KINNICKINNIC AV	
Cupol Enterprises LLC	St Francis Brewery & Restaurant	Rick A Michalski, Agt	Class C Wine Retailer's License		3000 S Howell AV	

292313



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: 4/23/2019


To the License Division of the City of Milwaukee:

I, Bradley Alan Kruse, wish to amend my answer(s) on the application for a
(full legal name)
Class A Liquor license at 800 E Potter Ave, Milwaukee, WI 53207.
(type of license) (premises address, if applicable)

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: changing from Class A liquor and malt to Class A liquor-Wine Only

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


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

Office Use Only: Application #: _____ Date: _____ Initials: _____ To LC: _____
LC Email: ☐MPD ☐NS ☐HD Initials: _____



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

Wine shop focusing on natural, organic, and biodynamic wines.

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

2. Business Operations

- a. Proposed Opening Date: 7/2/19
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: 6/15/19
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☒ Yes If yes, list type of license: second hand dealer
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: 9/1/18
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☐ Daily ☐ Weekly ☒ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☒ Licensee ☐ Building Owner ☐ Employees ☐ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police
☐ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 1 Locations: behind counter / desk area
Outside: 2 Locations: behind building
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 0
- e. Name of solid waste contractor: ☒ Advanced Disposal ☐ Waste Management ☐ Other: _____

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Is security equipment used? ☐ No ☐ Yes If yes, describe _____
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 2 and list locations: By Front door
and behind desk in view of shopping area
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise <u>10</u> %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>10</u> % Describe: <u>workscrews, accessories</u>

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

Type 1

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

Type 2

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

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

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

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☐ 2nd Floor ☒ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☐ Other: Describe: _____
- b. Describe Location: ☐ Major Thoroughfare ☒ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: Kinnickinnic Ave
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☒ Other: Mixed Use - residential + commercial
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____
- f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: 2627 S KK, LLC - Steve Neufeld Phone Number: 414-355-6400
 Business Owner Address: 2050 W. Good Hope Rd., Glendale, WI, 53209

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes


Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	12:00 PM	9:00 PM	25	21+ up	
Monday	closed	closed			
Tuesday	12:00 PM	9:00 PM	25	21+ up	
Wednesday	12:00 PM	9:00 PM	25	21+ up	
Thursday	12:00 PM	9:00 PM	25	21+ up	
Friday	12:00 PM	9:00 PM	25	21+ up	
Saturday	10:00 AM	9:00 PM	25	21+ up	


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

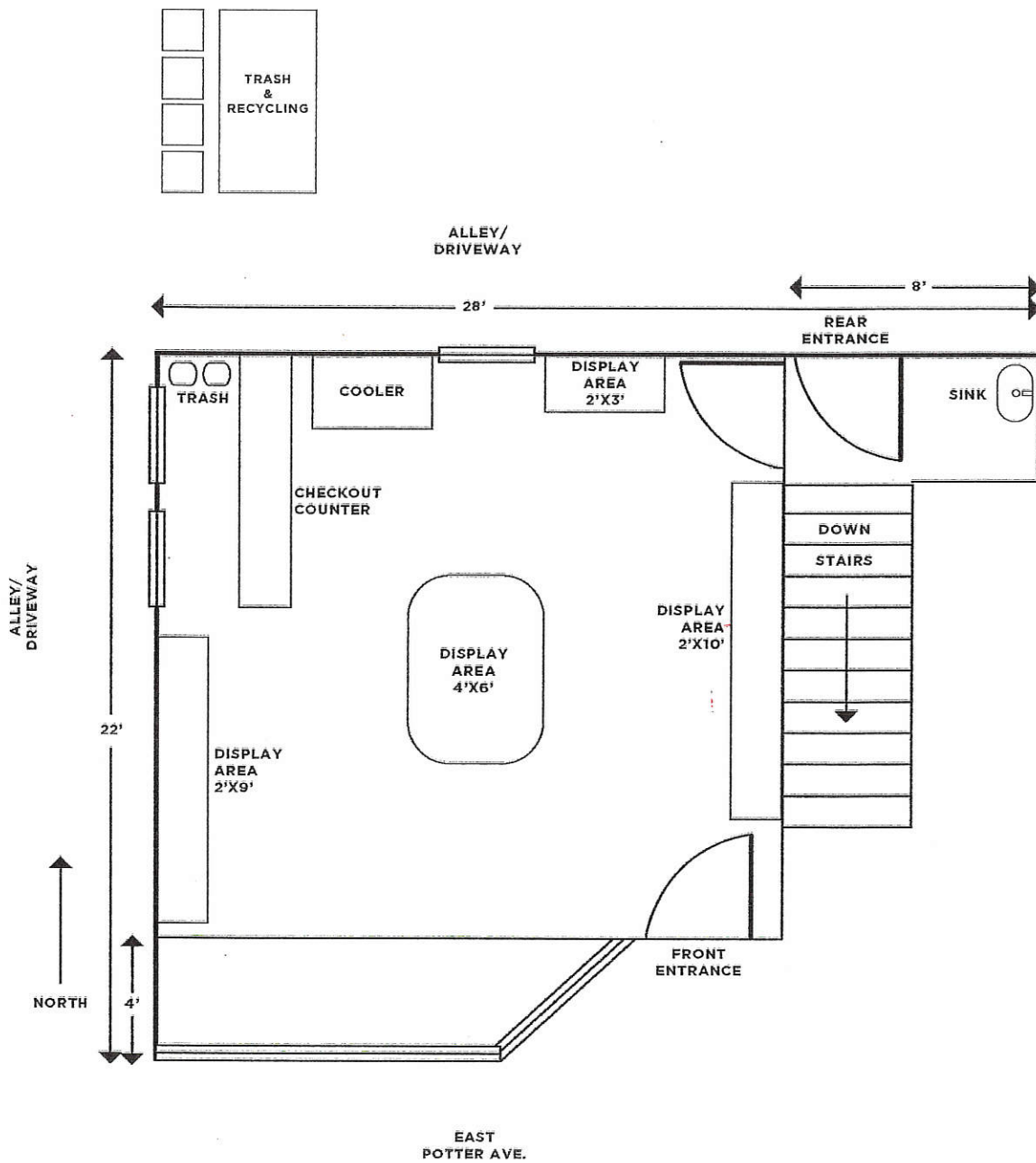
Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

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

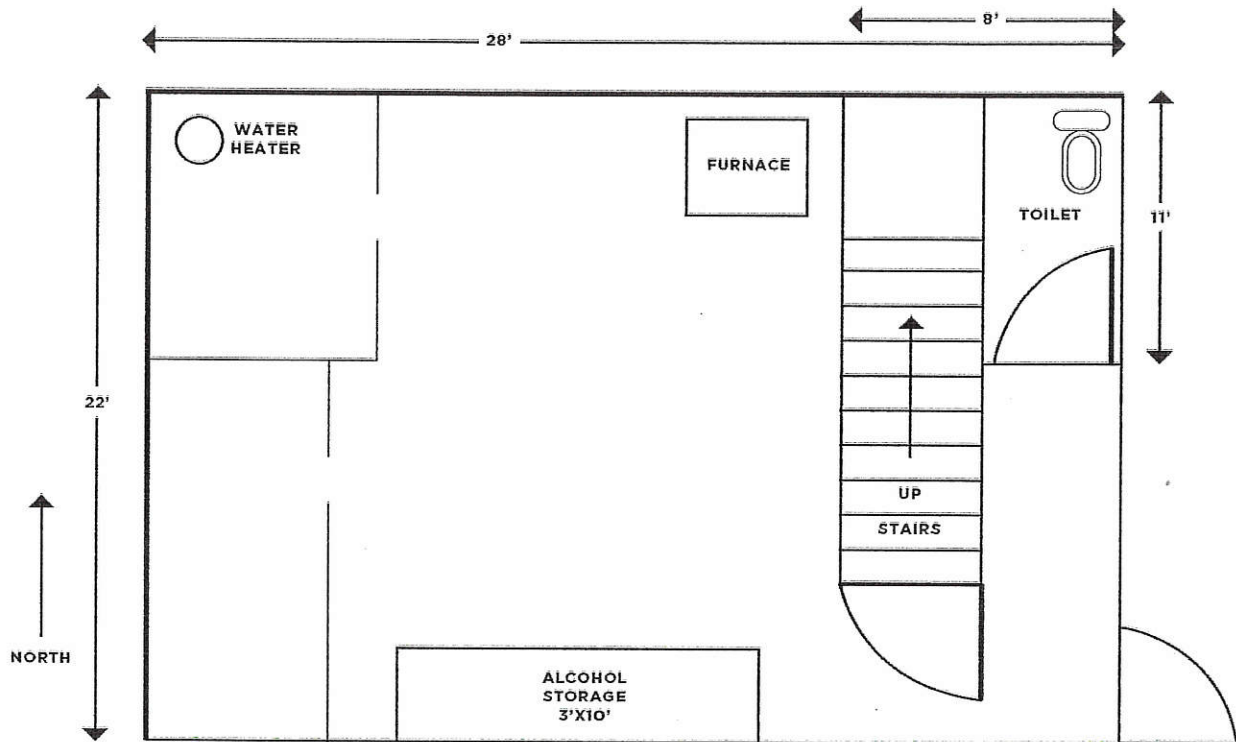
See Application Information for a complete list of all required application forms.



BRADLEY KRUSE AGENT FOR NONFICTION LLC
 NONFICTION WINE CO.
 800 E. POTTER AVE.
 APRIL 17TH 2019

TOTAL SQUARE FOOTAGE = 455'

LOWER LEVEL



BRADLEY KRUSE AGENT FOR NONFICTION LLC
NONFICTION WINE CO.
800 E. POTTER AVE.
APRIL 17TH 2019

TOTAL SQUARE FOOTAGE = 550