



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, June 03, 2020


COMMITTEE MEETING NOTICE

AD 14

TONER, Kyle C, Agent  
PKNJ, LLC  
2535 S Kinnickinnic Av

Milwaukee, WI 53207

You are requested to attend a virtual hearing to be held on:

Monday, June 15, 2020 at 10:40 AM 

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "PKNJ, LLC" for "Sorella" at 2535 S Kinnickinnic Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/435425765>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 435-425-765.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

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



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Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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JIM OWCZARSKI, CITY CLERK

BY:

Jessica Celella  
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

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

Date: 05/05/20  
Officer: Xavier Benitez

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

Name of Premise: Sorella  
Address: 2535 S. Kinnickinnic Av  
Phone: not obtained yet

Owner: Kyle Toner  
Owner address: 3566 S. Pine Av  
City State Zip: Milwaukee WI 53207  
Owner Phone: 908 705-3581  
Owner email: ktoner@yahoo.com

Licensee/Agent: Same  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: By phone

Location currently open:  YES  NO

Projected open date: July 2020

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

Hours of Operation: Sun: 10am-9pm 24 hours Y N  
Mon: 4pm- 10pm  
Tue: 4pm-10pm  
Wed: 4pm-10pm  
Thu: 4pm-10pm  
Fri: 4pm-11pm  
Sat: 4pm-11pm

Premise Type:  Tavern/Bar  
 Restaurant  
 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. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many: 4
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: at 30days
21. Are there exterior cameras  Yes  No How many: 4
22. Are there interior cameras  Yes  No How many: 5
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot Yes No How many 2

**Interior Survey:**

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

**Security**

- 33. How many security personnel are going to be employed: Not Applicable
- 34. How ill they be deployed: Interior Exterior
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 36. Will the security be managed by business or contracted
- 37. Will they be armed Yes No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

The location is still under some remodeling. The owner stated that he will have ADT provide cameras as well as a security system at the location.

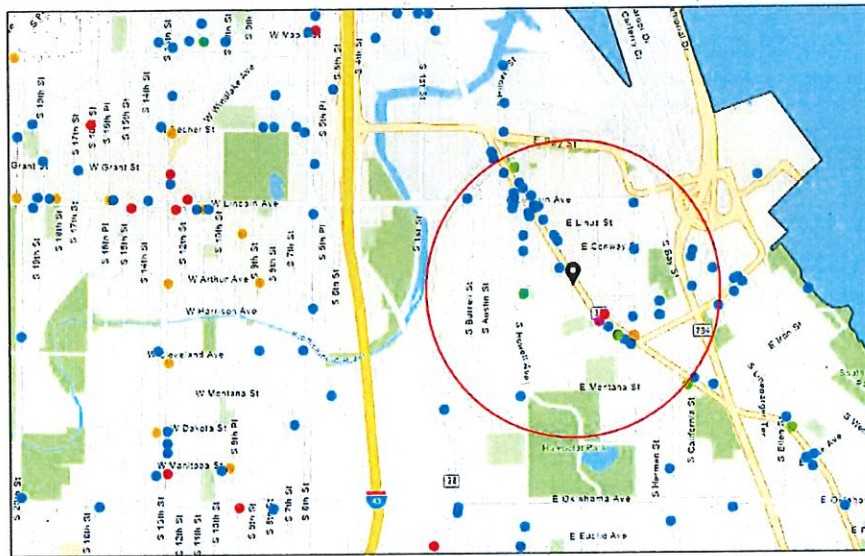


# Concentration Map

**2535 S Kinnickinnic Av**

Area : 21,862,585.85 ft<sup>2</sup>

Mar 16 2020 14:34:40 Central Daylight Time



Alcohol Licenses

- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Fermented Malt Beverage
- Class C Wine Retailer
- City Boundary

1:25,459

0 0.15 0.3 0.6 mi  
0 0.25 0.5 1 km

Source: Esri, HDX, Garmin, FAD, NOAA US22, E-OpenStreetMap

Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	49		

Alcohol Licenses





#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	CIAO CUCINA, LLC	CAFE LULU	SARAH F JONAS, Agt	2261-65 S Howell AV	Class B Tavern License	189	4/8/2020, 7:00 PM	1
2	Marcat Corp	Hue Restaurant	MARK V NIELSEN, Agt	2691 S Kinnickinnic AV	Class B Tavern License	48	3/31/2020, 7:00 PM	1
3	Revel Group Inc	Revel	Joseph W Gill, Agt	2246 S Kinnickinnic AV	Class B Tavern License	80	8/8/2020, 7:00 PM	1
4	RED BRICK - BAYVIEW LLC	RED BRICK Pizza Kitchen Cafe	Jason M Vermeulen, Agt	2202 S KINNICKINNI C AV	Class B Fermented Malt Beverage Retailer's License		8/27/2020, 7:00 PM	1
5	RED BRICK - BAYVIEW LLC	RED BRICK Pizza Kitchen Cafe	Jason M Vermeulen, Agt	2202 S KINNICKINNI C AV	Class C Wine Retailer's License		8/27/2020, 7:00 PM	1
6	Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	2376-78 S Howell AV	Class B Tavern License	80	1/20/2021, 6:00 PM	1
7	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	2352-54 S Kinnickinnic AV	Class B Tavern License	80	2/26/2021, 6:00 PM	1
8	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		12/14/2020, 6:00 PM	1
9	DRI 5 BAYVIEW LLC	CAFE CENTRAAL	ERIC G WAGNER, Agt	2306 S KINNICKINNI C AV	Class B Tavern License	261	6/29/2020, 7:00 PM	1
10	HIGGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	2416 S KINNICKINNI C AV	Class B Tavern License	160	7/11/2020, 7:00 PM	1
11	MAPLE LEAF ENTERPRISE S, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	441 E LINCOLN AV	Class B Tavern License	160	7/29/2020, 7:00 PM	1
12	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2020, 7:00 PM	1
13	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		7/29/2020, 7:00 PM	1
14	ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Joseph A Laska, Agt	2530 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		12/30/2020, 6:00 PM	1
15	GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	2394 S Kinnickinnic AV	Class B Tavern License	99	2/2/2021, 6:00 PM	1
16	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNI C AV	Class A Fermented Malt Beverage Retailer's License		3/21/2020, 7:00 PM	1
17	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNI C AV	Class A Retailer's Intoxicating Liquor License		3/21/2020, 7:00 PM	1

18	Tota's LLC	Riviera Maya	FRANCISCO ARAIZA-QUINTANA, Agt	2321&2327 S Kinnickinnic AV	Class B Tavern License	90	7/5/2020, 7:00 PM	1
19	NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	2335 S KINNICKINNIC AV	Class B Tavern License	99	2/25/2021, 6:00 PM	1
20	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNIC AV	Class A Fermented Malt Beverage Retailer's License		3/21/2021, 7:00 PM	1
21	HoneyPie Cafe & Bakeshop, Inc	HoneyPie Cafe	VALERIA LUCKS, Agt	2643 S KINNICKINNIC AV	Class B Tavern License	49	5/3/2020, 7:00 PM	1
22	SIEGEL LIQUOR, INC	SIEGEL LIQUOR	AMARJIT S VIRK, Agt	2632 S KINNICKINNIC AV	Class A Malt & Class A Liquor License		9/23/2020, 7:00 PM	1
23	TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	2663 S Kinnickinnic AV	Class B Fermented Malt Beverage Retailer's License		9/26/2020, 7:00 PM	1
24	Rap Us Corp	Cafe India - Bar & Grill	RAKESH REHAN, Agt	2201 S Kinnickinnic AV	Class B Tavern License		9/14/2020, 7:00 PM	1
25	TKP LLC	Hungry Sumo	Thitichai Rukchon, Agt	2663 S Kinnickinnic AV	Class C Wine Retailer's License		9/26/2020, 7:00 PM	1
26	Bumstead Provisions LLC	Crafty Cow/Hot Head Fried Chicken	David T Eichler, Agt	2671 S KINNICKINNIC AV	Class B Tavern License		9/14/2020, 7:00 PM	1
27	LOGAN & POTTER, INC	BURNHEART S	WILLIAM J SEIDEL, Agt	2599 S LOGAN AV	Class B Tavern License	80	9/24/2020, 7:00 PM	1
28	Piedmont Property Corporation	Puddler's Hall	Casey C Foltz, Agt	2461 S St Clair ST	Class B Tavern License	80	9/18/2020, 7:00 PM	1
29	Love Bowl Inc	Goodkind	WILLIAM J SEIDEL, Agt	2457 S Wentworth AV	Class B Tavern License	86	5/11/2020, 7:00 PM	1
30	FRANK'S NEWPORT, LLC	THE NEWPORT LOUNGE	FRANCIS C CREED, Agt	939 E CONWAY ST	Class B Tavern License	80	5/18/2020, 7:00 PM	1
31	U.C. Jonas Inc	Mothership	PAUL U JONAS, Agt	2301 S Logan AV	Class B Tavern License		5/29/2020, 7:00 PM	1
32	THREE BROTHERS RESTAURANT LLC	THREE BROTHERS RESTAURANT	Patricia J Radicevic, Agt	2414 S ST CLAIR ST	Class B Tavern License	25	5/18/2020, 7:00 PM	1
33	BCT5 LLC	Vanguard	CHRISTOPHER J SCHULIST, Agt	2659 S KINNICKINNIC AV	Class B Tavern License		10/14/2020, 7:00 PM	1
34	Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	422 E Lincoln AV	Class B Tavern License	49	10/17/2020, 7:00 PM	1
35	TONI'S MOODY BLUES	TONI'S MOODY BLUES	TONI L MARUNOWSKI, SP	2813 S HOWELL AV	Class B Tavern License	49	10/17/2020, 7:00 PM	1
36	Marcat Corp	Hue Restaurant	MARK V NIELSEN, Agt	2691 S Kinnickinnic AV	Class B Tavern License	48	3/31/2021, 7:00 PM	1

37	BAY VIEW QUICK MART, LLC	BAY VIEW QUICK MART	YASSER JABER, Agt	2690 S KINNICKINNI C AV	Class A Retailer's Intoxicating Liquor License		3/21/2021, 7:00 PM	1
38	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2021, 6:00 PM	1
39	Radbat LLC	Littleduck Kitchen & Catering	Melissa R Buchholz, Agt	2301 S Howell AV	Class B Tavern License		5/12/2020, 7:00 PM	1
40	DOMINIC & PHILIP, INC	DE MARINIS ORIGINAL RECIPES	LUCIA R DE MARINIS, Agt	1211 E CONWAY ST	Class B Tavern License	160	11/4/2020, 6:00 PM	1
41	Sabor Tropical LLC	Sabor Tropical Latin Inspired Kitchen & Lounge	Carmen Munoz, Agt	2258 S KINNICKINNI C AV	Class B Tavern License		10/23/2020, 7:00 PM	1
42	BABY BOOMERS	BABY BOOMERS	WENDELL E BENNETT, SP	182 E LINCOLN AV	Class B Tavern License	80	11/4/2020, 6:00 PM	1
43	LANDLUBBER S, INC	VICTORIA'S	GENE M MC KIERNAN, Agt	1100 E POTTER AV	Class B Tavern License	77	10/13/2020, 7:00 PM	1
44	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNI C AV	Class B Tavern License	80	6/13/2020, 7:00 PM	1
45	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Retailer's Intoxicating Liquor License		6/17/2020, 7:00 PM	1
46	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Fermented Malt Beverage Retailer's License		6/17/2020, 7:00 PM	1
47	Nonfiction LLC	Nonfiction Wine Company	Bradley A Kruse, Agt	800 E Potter AV	Class A Retailer's Intoxicating Liquor License		6/4/2020, 7:00 PM	1
48	At Random Cocktail Lounge LLC	At Random	JOHN M DYE, Agt	2501 S DELAWARE AV	Class B Tavern License	90	11/27/2020, 6:00 PM	1
49	Still Shakers	Still Shakers	Brent A Ruppich, SP	1051 E POTTER AV	Class B Tavern License	63	10/31/2020, 7:00 PM	1

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



Wednesday, June 03, 2020

## Licenses Committee Notice of Hearing

JOCA Properties LLC  
2535 S Kinnickinnic Ave  
Milwaukee, WI 53211

The Licenses Committee will consider the following license application:

Class B Tavern and Food Dealer License Applications  
TONER, Kyle C, Agent  
Sorella at 2535 S Kinnickinnic Av

Date: 6/15/2020

Time: 10:40 AM

Location: The hearing before the Licenses Committee will take place virtually on Monday, June 15, 2020. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

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.





Wednesday, June 03, 2020



# Notice of Public Hearing

blank  
notice

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TONER, Kyle C, Agent  
Sorella at 2535 S Kinnickinnic Av  
Class B Tavern and Food Dealer License Applications

**Monday, June 15, 2020 at 10:40 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 virtually on 6/15/2020 at 10:40 AM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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 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 willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	619 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	547 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	547A E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	605 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2501 S KINNICKINNIC AVE 4	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2525 S KINNICKINNIC AVE	MILWAUKEE, WI 53207
CURRENT OCCUPANT	637 E OTJEN ST 2	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 104	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 306	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 307	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE 6	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE 11	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 107	MILWAUKEE, WI 53207
CURRENT OCCUPANT	617 E HOMER ST 4	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2513 S KINNICKINNIC AVE	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2513A S KINNICKINNIC AVE	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2501 S KINNICKINNIC AVE 2	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 103	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 104	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 208	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2511A S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2513 S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	610 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	616 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	623 E OTJEN ST 3	MILWAUKEE, WI 53207
CURRENT OCCUPANT	636 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2501 S KINNICKINNIC AVE 1	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2501 S KINNICKINNIC AVE 3	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2519 S KINNICKINNIC AVE	MILWAUKEE, WI 53207
CURRENT OCCUPANT	643 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 106	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 107	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 202	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 305	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 308	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 105	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE 5	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 205	MILWAUKEE, WI 53207
CURRENT OCCUPANT	735 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2523 S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	535 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	606A E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	601 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 207	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 208	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 207	MILWAUKEE, WI 53207

CURRENT OCCUPANT	2525A S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2533 S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	617 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	541A E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	618 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	636A E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	629 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2519A S KINNICKINNIC AVE	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2527 S KINNICKINNIC AVE	MILWAUKEE, WI 53207
CURRENT OCCUPANT	643A E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 303	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 202	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 105	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 106	MILWAUKEE, WI 53207
CURRENT OCCUPANT	737 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	632 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	623 E OTJEN ST 2	MILWAUKEE, WI 53207
CURRENT OCCUPANT	637A E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 102	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 102	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 206	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 209	MILWAUKEE, WI 53207
CURRENT OCCUPANT	729A E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2511 S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	615 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	620 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	603 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	617 E HOMER ST 2	MILWAUKEE, WI 53207
CURRENT OCCUPANT	630 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	637 E OTJEN ST 1	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 204	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 206	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 301	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 203	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 205	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 302	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 108	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE 14	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 201	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 203	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2534 S KINNICKINNIC AVE 204	MILWAUKEE, WI 53207
CURRENT OCCUPANT	606 E OTJEN ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	541 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	617 E HOMER ST 1	MILWAUKEE, WI 53207
CURRENT OCCUPANT	617 E HOMER ST 3	MILWAUKEE, WI 53207
CURRENT OCCUPANT	623 E OTJEN ST 1	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2549 S KINNICKINNIC AVE 304	MILWAUKEE, WI 53207

CURRENT OCCUPANT	2571 S KINNICKINNIC AVE 10	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2571 S KINNICKINNIC AVE 12	MILWAUKEE, WI 53207
CURRENT OCCUPANT	729 E HOMER ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2515 S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2525 S WILLIAMS ST	MILWAUKEE, WI 53207
CURRENT OCCUPANT	2529 S WILLIAMS ST	MILWAUKEE, WI 53207
blank	notice	

Total Records: 99

Radius: 250.0 feet and Center of Circle: 2535 S Kinnickinnic Ave





# 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:

We will be operating an italian restaurant

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

*Have been the restaurant business for over 20 yrs*

## 2. Business Operations

- a. Proposed Opening Date: June 1st 2020
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: There is basement space that were are interested and have right to first refusal
- 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: Kinn Guesthouse operates 8 hotel rooms

## 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: 10 Locations: 4 in the kitchen, 2 in the bathrooms, 3 at the bar, & 1 at the host desk  
Outside: 2 Locations: They will be at the service station
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 6 and describe the parking security plan: We have a security camera system that monitors property
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: We have a security camera system that monitors that area
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 4 and list locations: Front and Rear entry ways, bar register and the office
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>45</u> %	Food <u>55</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

### 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: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Lincoln Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 2  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Charles Bailey Phone Number: 773-909-4947  
 Business Owner Address: \_\_\_\_\_

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

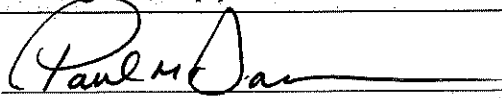
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10am-(brunch)	9pm-kitchen close	200	21-45	none
Monday	4pm	10pm	100	21-45	
Tuesday	4pm	10pm	100	21-45	
Wednesday	4pm	10pm	125	21-45	
Thursday	4pm	10pm	200	21-45	
Friday	4pm	11pm	250	21-45	
Saturday	4pm	11pm	300	21-45	

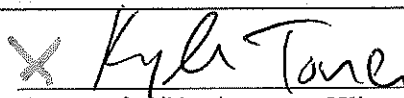
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

## 11. Signature(s)

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

  
 Signature of additional partner or 20% or more shareholder

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name:	PKNJ, LLC dba Sorella
Premise Address:	2535 Kinnickinnic Ave, Milwaukee, WI 53207
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>	
Is the building within 300 feet of any church, school, daycare center or hospital?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>"Service Bar Only" Designation</b>	
If applying for Class B or C license, are you applying for "Service Bar Only"?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.	
<b>Business Information</b>	
a) Are you taking out this application for anyone that may not be eligible for a license?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
If yes, list their name and address: _____	
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
If no, list the name and address of the person(s) who will: _____	
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.	
c) Does anyone else have money invested or any other interest in this business?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
If yes, explain: _____	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list name and address: Chase Bank, 111 E Wisconsin Ave, Milwaukee, WI 53202
<b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>	
Submit proof of ownership, lease, or offer to purchase the building with this application.	
A lease or offer to purchase must:	
a) Be in the same legal entity name as that apply for the license	
b) Reflect the same address as the premises address on this application	
c) Reflect current dates and	
d) Be signed by the lessor/seller and lessee/buyer	
<b>Property Information (New &amp; Transfer Applicants Only)</b>	
a) Do you own or lease the building?	<input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)?	Joca Properties, LLC(landlord) owns some of the fixtures
c) Are you purchasing the stock and/or fixtures?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business	\$ 0
e) Total amount paid for goodwill of the business	\$ 0
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.	
f) Have you made arrangements with the seller for payment of personal property taxes?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes

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

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

- a) Date lease begins 2/21/2020 Ends 2/21/2025
- b) Monthly rental \$ 5000
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 5
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain CAM fees include property tax, waste disposal, snow removal, landscaping, insurance, etc.
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

**Change of Agent Applicants Only**

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

**Signature**



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

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

**New and transfer of premises applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: **PKNJ, LLC**

Premises Address: **2535 Kinnickinnic Ave, Milwaukee, WI 53207**

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast

Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold?  No  Yes

(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: fish, shellfish, steaks and chops, chicken, etc

**SECTION 4 - DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 - ADDITIONAL SITES**

Where will food be prepared and/or sold?  
 At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)  
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 - CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 8  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: We are adding a new brick oven for pizza and cosmetic changes to seating and lighting

Start date: June 1st 2020

Name, Address & Phone Number of Architect: Vetter Architects  
131 S 1st Street Milwaukee, WI 53204

Name, Address & Phone Number of Contractor: Input Creative Studios  
143 W 29th St. New York, NY 10001

**SECTION 7 - ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?  
 No If No, SKIP to Section 8  
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 - ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

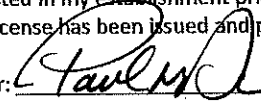
fo I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

fo I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

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

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

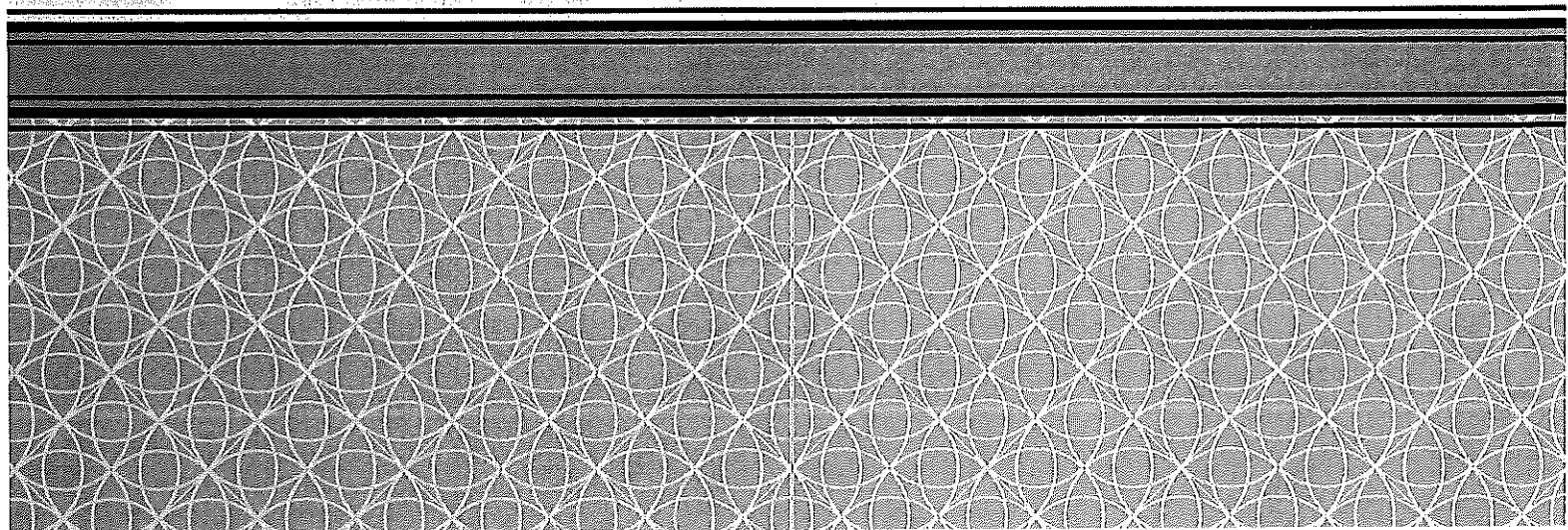
fr I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: 

Signature of Additional Partner: \_\_\_\_\_

# SORELLA

BAY VIEW • MKE • WI





# SORELLA

# PRINCIPALS

## CHEF / OWNER KYLE TONER

*Although the menu is not overtly Italian (just some dishes here and there with Italian roots and those pizzas, the best Neapolitan-style pies in town), Toner's aesthetic seems thoroughly Italian. It's clear flavors in balance, not too much of anything, and the right acidic notes to brighten a dish.*

— Carol Deptolla, Top 30 Restaurants Ranked, Milwaukee Journal Sentinel

Chef/Owner Kyle Toner found his calling for great food gathered around the family table. He learned and refined his cooking skills in kitchens throughout New York City, Brooklyn and his beloved home state of New Jersey. Early career highlights include The Spotted Pig and Tocqueville, under Michelin starred chefs, Rose Water, a Brooklyn pioneer in true farm-to-table dining, and Queen Margherita, where Kyle learned about Neapolitan pizza and cooking from two brothers who began their restaurant careers as teenagers in their native Naples.

In 2012, Kyle and his wife moved to Milwaukee where he found a great outlet for his skills and passion. As an opening Sous Chef of Wolf Peach, he was tasked with spearheading the wood-fired pizza program and mastering the oven for its many other culinary uses. After taking over as Executive Chef in late 2016, Wolf Peach jumped in ranking to number six in the Journal Sentinel Top 30 Restaurants.

Sorella is a project that Kyle has been working toward for the better part of a decade. It will give him the place to showcase his deepest cooking love, the southern Italian food of his upbringing. It will also allow him to use the beautiful local and seasonal fruits, vegetables and products Wisconsin and the Midwest have to offer, which truly defines his style of cooking and that of the Italian cucina.

## GENERAL MANAGER / OWNER PAUL DAMORA

When GM/Owner Paul Damora talks about "gravy," he's not referring to turkey. Originally from Bloomfield, New Jersey, Paul hails from the tradition of *Sunday* gravy; marinara sauce simmered for hours by his grandma, Carmella. Between full-day feasts with extended family, and busy nights at his uncle's iconic restaurant, the eponymous Jerry's, Paul grew up immersed in the tradition of classic New Jersey Italian cooking.

Paul spent the first decade of his hospitality career at Morton's Steakhouse, starting as a bartender and working his way up to General Manager of a \$6M location in Hackensack, NJ. In 2013, a fateful trip to Chicago for his cousin's wedding led to a job opportunity at the BMO Harris Bradley Center in Milwaukee. Within a month of moving to Wisconsin, Paul met his future wife Jill at the Wicked Hop; he was here to stay. As the Assistant Director of Operations for Levy Restaurants at the Bradley Center, Paul was responsible for managing a staff of over 800, summarizing monthly financial statements, and developing relationships within the Milwaukee hospitality community.

Inspired by his father's entrepreneurial spirit, Sorella is the realization of Paul's life-long goal to own and operate his own restaurant. Paul's experience combines the fiscal discipline of corporate culture with the warmth of a big Italian Sunday dinner. His vision for Sorella is to introduce Milwaukee to food that is close to his heart combined with an exceptional service experience.

# SORELLA

## SAMPLE MENU

### PIZZA

- Margherita | mozzarella, basil, red sauce | 16
- Marinara napoletana | anchovy, caper, olive | 18
- Hot soppressata | poblano, honey | 17
- Arrabiatta | bacon, green chile, garlic, oregano, pecorino | 17
- Broccoli rabe & sausage | smoked mozzarella, cherry tomato | 18

### VEGETABLES

- Cauliflower Puttanesca | 9
- WP Broccoli | 9
- Eggplant Parm | 8
- Potatoes alla Pizzaiola | 8
- Mushrooms Cacciatore | 10
- Cannelini with Escarole and Lemon | 8
- Stuffed Peppers with Calabrian Lamb Ragu | 12

### MEAT AND FISH

Suckling Pig  
Cherry Peppers and fennel | 30

Veal Breast Marsala  
Mushrooms | 28

Whole Trout  
Saltimbocca with Spinach | 26

Big Steak  
with Salsa Verde | 32

Roasted ½ Chicken  
with Lemon, Oregano and Pecorino | 24

Skate Wing  
Capers and Olives, Arugula | 26

### DESSERT

Cannoli | 3  
Ricotta Cheesecake | 8

Rum Baba | 8  
Nutella Calzone | 9

Torta Caprese | 9  
Gelato | 6  
Tiramisu | 8

### ANTIPASTO

- Roasted Mortadella Pistachio Olive Salad | 12
- Meatballs | 10
- Jersey Chop Salad | 12
- Kale Caesar with Garlic Chips and Crispy Chickpeas | 12
- Crispy Fava Beans | 8
- Scampi al Forno with n'duja and Mint | 12
- Mussels Arriganata | 13
- Baccala Croquettes with Sicilian Pesto | 10.

### PASTA

- Ricotta Gnocchi with Zucchini and Marjoram | 18
- Spaghetti Pummarola | 15
- Paccheri alla Genovese | 17
- Lasagna | 18



