



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, September 15, 2021

COMMITTEE MEETING NOTICE

AD 08

SHANE G PARKER
9710 W Coldspring Rd
Milwaukee, WI 53228

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

Tuesday, September 28, 2021 at 01:25 PM



Regarding: Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Renewal Applications for "GENE'S UNICORN PUB II" at 3412 W NATIONAL 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/284170701>. If you wish to call in, please call +1 (786) 535-3211 and use Access Code: 284-170-701.

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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: _____
Jim Cooney
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.

TO WHOM IT MAY CONCERN -

GENE'S UNICORN PUB, HAS MADE MANY CHANGES AND POLICIES IN HIS ESTABLISHMENT.

AS FAR AS I'M CONCERNED, MY ESTABLISHMENT MAMIE'S 3300 W. NATIONAL AV. HAS NOT HAD ANY NEGATIVE ISSUES IN THE PAST YEAR.

I KNOW SHANE HAS GONE TO GREAT LENGTHS TO REDUCE AND ELIMINATE PROBLEMS AT HIS ESTABLISHMENT, SUCH AS REDUCING HIS HRS. OPEN AND HIRING SECURITY GUARDS WHICH HAS TO BE A FINANCIAL STRAIN ESPECIALLY DURING THESE DIFFICULT TIMES BUT, HE WANTS TO BE A POSITIVE TO OUR NEIGHBORHOOD -

CONTINUING TO DO THIS, HE HAS MY SUPPORT, AS ALWAYS I'M WILLING TO WORK WITH SHANE TO IMPROVE OUR SILVER CITY NEIGHBORHOOD.

DEBRA LEE MICKEL
Debra Lee Mickey

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 09/06/2021
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 328969
Application Date: 09/04/2021
Expiration Date:

License Location: 3412 W National Ave
Business Name: Gene's Unicorn Pub II

Aldermanic District:08

Licensee/Applicant: Parker, Shane G
(Last Name, First Name, MI)

Date of Birth: 10/05/70

Male: X

Female:

Home Address: 9710 W Coldspring Road

City: Greenfield

State: Wi

Zip Code: 53228

Home Phone: (414) 640-8944

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

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

1. On 08-17-97, applicant was charged with Disorderly Conduct by Greenfield Police Department.

Charge: Disorderly Conduct
Finding: Convicted
Sentence: Fined
Date: 09-17-97
Case: D97-7926

2. On 07-25-94, applicant was convicted of OWI in Milwaukee County. His license was suspended for 6 months. No further information.
3. On 05-04-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 14 months. No further information.
4. On 09-26-01, applicant was convicted of OWI in Milwaukee County. His license was revoked for 2 years, he received a fine and given 6 months in HOC.

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5. On 12/21/03, applicant was charged with 5 counts of Unemploy-Comp-Fraud to Obtain Benefits in Milwaukee County.

Charge: Unemploy-Comp-Fraud to Obtain Benefits
Finding: Guilty due to Guilty Plea on one count, 4 charges dismissed but read-in
Sentence: Fined
Date: 01/10/08
Case: 07CM006576

6. On 11/27/07, applicant received a citation for Sale of Alcohol To Underaged Person at 3412 W National Avenue.

Charge: Sale of Alcohol To Underage Person
Finding: Guilty
Sentence: Fined \$160.00
Date: 03/25/08
Case: 08019404

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7. On 12/02/08 at 8:47 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Officers spoke with the victim who stated he was sitting at the bar when a known actor came in stating the victim owed him some money. The actor pushed the victim and a fight started. The victim was convey to a near by hospital where he was treated for a fractured ankle. A report was filed.
 8. On 06/22/09 at 5:27 pm, Milwaukee police were working the Wisconsin Wins Tobacco Initiative and had an underage female enter 3412 W National in attempts to purchase cigarettes. The underage was able to receive dollar coins from the bartender who then purchased a pack of cigarettes from the vending machine. The bartender never asked for any identification. The licensee, Shane Parker was cited for Sale of Cigarettes to Minor/Underage at 3412 W National Avenue.

Charge: Sale of Cigarettes To Minor/Underage
Finding: Guilty
Sentence: Fined \$160.00
Date: 08/12/09
Case: 09099049

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9. On 04/10/10 at 8:40 pm, applicant was arrested by Greendale Police Department for OWI.

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10. On 03/01/11 at 11:23 pm, Milwaukee police were dispatched to 3412 W National Avenue for a Trouble With Subject complaint. Officers spoke with the bartender Delora Woods who stated that a customer inside the bar kept making unwanted passes at her and she asked the patron to leave, but he refused and started to disturb other customers. The subject was still on scene at police arrival and he was advised that he was no longer welcomed in the bar.

11. On 07/05/11 at 11:30 pm, Milwaukee police were dispatched to 3412 W National for a Battery complaint. Investigation revealed a patron who had left the tavern was beaten by four unknown males and needed stitches to close his wounds. While officers were conducting follow up regarding the battery, they observed 3 patrons leave the bar who began fighting fight one another outside the bar causing a disturbance and crowd to gather. These three patrons were highly intoxicated and refusing to listen to police commands. Additional police squads were called and the subjects were citing for Disorderly Conduct and Resisting/Obstructing an Officer.

12. On 08/04/10, applicant was convicted of OWI in Milwaukee County. His license was revoked for 30 months.

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13. On 01/11/13 at 5:57 pm, Milwaukee police were dispatched to 3412 W National Avenue to check for a crime scene regarding a Battery/Cutting complaint. Police spoke to Terri Rainbird who was bartending. Rainbird stated that two males were verbally arguing inside the bar when they both exited and started to physically fight with their fists. Investigation found that one of the subjects fighting stabbed the other outside of the Unicorn tavern.

14. On 10/05/13 at 10:48 pm, Milwaukee police observed a fight outside of Gene's Unicorn Pub at 3412 W National Avenue. Investigation found two patrons started to verbally argue inside the bar when they were ordered to leave by the bartender Juana Williams. Both subjects left, but continued to physically fight outside until police arrived. A third subject approached police during the investigation and told police that he was armed with a gun and had a valid CCW permit. He also admitted to consuming alcohol while inside the bar. This subject was arrested and a charge of ESBUDW is pending against him. Williams told police that she was unaware that anyone was armed while inside the bar.

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15. On 02/16/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn). No violations were observed.

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16. On 10/05/2014 Milwaukee police responded to a loud music complaint at 3412 West National Avenue (Gene's Unicorn Pub II). Officers could hear music from outside of the business and noticed that the front door of the tavern was propped open. The bartender, Juana Williams, stated the business was very crowded and he did not notice that the front door was open. He closed the door, had the music turned down and told officers the business was about to close for the night anyway. The person who reported the problem did not wish to be a complainant for a citation.

17. On 10/23/2014 Milwaukee police responded to a fight complaint at 3412 West National Avenue (Gene's Unicorn Pub II). The victim told officers he had been involved in a verbal confrontation with two other patrons while inside the bar. This later escalated into a physical confrontation outside of the business. The victim told officers that the other parties involved left prior to police arrival and he did not want police services. The bartender, Juana Williams, was cooperative and no violations were observed.

18. On 12/05/2014 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Unicorn Pub II). No violations were observed.
19. On 01/17/2015 Milwaukee police responded to a trouble with a subject complaint at 3412 West National Avenue. The bartender, Annette Wilber, told officers there had been an argument inside the bar between three subjects, but they all left prior to officer's arrival.
20. On 01/31/2015 Milwaukee police conducted a licensed premise check at 3412 West National Avenue (Gene's Unicorn Pub 2). No violations were observed.
21. On 04/16/2015 Milwaukee police responded to a shooting at 3412 West National Avenue (Gene's Unicorn Pub). Investigation revealed a patron of the business attempted to leave the business with a drink. The bartender informed the patron that she couldn't leave with the drink. The husband of the bartender attempted to stop the patron at the door from leaving with the drink. The patron produced a handgun and fired two shots while inside the business, striking the bartender's husband in the arm. Milwaukee police incident report #151060009 filed.

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22. On 05/25/2016 Milwaukee police were dispatched to a fight at 3412 West National Avenue (Gene's Unicorn II). Investigation revealed the victim was punched multiple times while inside the business, causing a broken nose and bruised eye. During this investigation, officers conducted a licensed premise check which revealed no violations. Milwaukee police incident report #161470118 filed.

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23. On 09/05/2017 at 9:27pm officers went to The Green Unicorn Pub, 3412 W. National Av, to conduct follow up regarding a shooting. The officers watched surveillance video from 09/05/2017 at 1:27am. The video depicted a fight inside between a male and female patron. The bartender, Kristine WILMER, and another male subject attempted to stop the fight. While attempting to stop the fight, the male subject helping the bartender pulled out a gun from his waist band. The male suspect charged toward the subject with the gun and the subject fired one time at the suspect. Both subjects then left the bar. WILMER is observed later in the video picking something, possibly the casing from the bullet, off the floor and taking it outside. WILMER denies picking up a casing and told the officers she did not think the shooting happened inside the bar. The applicant was contacted by phone and stated he believed the shooting occurred outside his establishment. The tavern made no calls to the police regarding this incident.

24. On 09/20/2017 a meeting was held regarding the shooting on 09/05/2017 at Gene's Unicorn, 3412 W. National Ave. At the meeting was the applicant, Alderman DONOVAN, and Captain RAMIREZ. The applicant stated he trains his employees to call the Police if there is an incident at the tavern. He stated he has fired the employee involved and is attempting to identify the patrons involved so he can ban them from the tavern. He is considering better lighting in the rear of the tavern and increase security during busy hours. He will be posting a sign to prohibit firearms. Alderman DONOVAN recommended the applicant close at 12:00am on weekdays and 1:00am on weekends and place a camera and lighting at the rear of the business.

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25. On 03/26/18 at 12:29am, Milwaukee Police were dispatched to 3412 W. National Avenue (Gene's Unicorn Pub) for a subject with gun complaint. The caller/employee called police and stated a patron pointed a firearm at her. The patron was located and arrested. An Incident report was filed (180850002)

26. On 08/01/18 an email was sent to the Second District from an alderman wanting an investigation into a fight which happened on 07/28/18 in front of 3412 W. National Avenue (Gene's Unicorn tavern). In the email, there was a link which captured a fight in front of the location and mentioned employees of the tavern. Investigation revealed that there were no calls for service at the establishment on 07/28/18 and there was no victim, who filed a police report. An employee and security were interviewed but neither one stated they saw a fight.

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27. On 09/19/2019 at 11:18pm officers were dispatched to a shooting at 4122 W. Orchard St. The investigation revealed there was no shooting but there was a fight at Gene's Unicorn Bar, 3412 W. National Av. The victim stated he lost consciousness during the fight. He became uncooperative with officer and they were not able to identify the actor. The officers went to the bar and spoke with the bartender. She stated she was aware of a fight outside but stated she did not call the police because she wanted to talk with the manager first, because she knew the officers would want access to the video system. She went outside and told the subjects to stop fighting and observed one of the subjects bleeding from the face. The subject refused medical treatment and told her not to call the police. When he refused treatment she advised him he would need to leave. The video of the incident was provided to the officers and the bartender was cooperative. The bartender was advised to call the police next time.

28. On 03/01/2020 at 1:42am officers were dispatched to Gene's Unicorn Pub, 3412 W. National Av for a fight. When the officers arrived they observed a female attempting to bite a security guard. The officers interviewed the bartender, who stated the female came into the bar and had three drinks. She then became aggressive and was causing a disturbance. Security then escorted her outside. The subject refused medical attention and was conveyed home.

29. On 08/21/2020 officers were dispatched to a Shooting at Gene's Unicorn Pub, 3412 W. National Av. The officers interviewed the bartender, who stated she heard two pops outside. She thought they were fireworks at first. She went outside and broke up an argument between patrons of the bar. The officers were able to view video of the incident which showed a male and female patron arguing outside. A subject came into the bar stating they got shot in the butt. Officers reviewed the video which showed the male approach the female's car, then walk back to his own auto. The male then got out of his car and walked into the bar limping. The subject then left the bar and got picked up by another vehicle.

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30. On 08/23/2020 at 11:57pm officers were dispatched to a Subject with gun at 3412 W. National Av. The caller stated there were three subjects outside fighting and one subject had a gun. The caller attempted to cancel the call because the subjects had left. The officers did not locate the subjects.

31. On 01/24/2021 at 7:56pm officers were dispatched to a Reckless use of Weapon at Gene's Unicorn Tavern, 3412 W. National Av. The officers interviewed the bartender who stated two customers got into an argument and one pulled a gun on the other. The subject with gun fled the scene. The bartender was cooperative with the officers.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:202600032

OtherEvent #: 20-LP-0891

Incident

3412 W NATIONAL AV MILWAUKEE, WISCONSIN 53215

Incident Date/Time:: 08/23/2020 23:50:00
CAD Number:: 202362495
District:: 2
Beat:: 220
Reporting Area:: 5256

Business Agent (1)

PARKER, SHANE GENE

Person Involvement: (Must choose Manager
AGENT from drop down):
DOB:: 10/05/1970
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-321-7483
Address:: 3612 S 77TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53220

Licensed Premise Data (1)

GENE'S UNICORN

Phone 1 Number:: (414)-647-9993
Address:: 3412 W NATIONAL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

INITIAL INVESTIGATION

Young, Jordan J 027133

09/16/2020

This report is being written P.O. Jordan YOUNG, assigned to District Two, Late Shift.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:202600032

OtherEvent #: 20-LP-0891

On Sunday, August 23rd, 2020, at approximately 11:57 A.M., Squad 2320 (P.O. Roberto SANCHEZ and I were equipped with Axon body cameras and operating a marked MPD squad car) was dispatched to a subject with weapon complaint at 3412 W. National Av., which is located in the City and County of Milwaukee, WI.

I spoke to the caller identified as "Lashay" who stated they were three male subjects outside the location fighting, with one subject having a firearm.

Caller described subject #1: B/M, with a stripped shirt and subject #2: B/M, with a white t-shirt.

Prior to arrival, caller requested to cancel police services due to subjects no longer on scene. Upon arrival, we saturated the area and we were unable to locate the subjects. It should be noted there was shooting at above listed location two dates prior (08/21/2020) IR# 20-234-0019.

This completes my report.

Officer (2)

Reporting Officer:	Young, Jordan J (027133)	09/16/2020 04:26:00
Section: (Work Location):	23	
Approving Officer:	Raden, Chad M (010032)	09/16/2020 07:37:38
Section: (Work Location):	27	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:210240147

OtherEvent #: 21-LP-0284

Incident

3412 W NATIONAL AVE MILWAUKEE, WISCONSIN

Incident Date/Time:: 01/24/2021 19:45:00
CAD Number:: 210241691
Beat:: 220

Business Agent (1)

PARKER, SHANE GENE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 10/05/1970
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-640-8944
Phone 1 Type:: Phone
Address:: 3612 S 77TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53220

Licensed Persons Involved (1)

HOEPPNER, MELISSA MARIE

DOB:: 10/18/1993
Sex:: FEMALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 7641 N 60TH ST
Apartment or Suite:: 204
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53223

Licensed Premise Data (1)

GENE'S UNICORN II

Phone 1 Number:: (414)-647-9993
Address:: 3412 W NATIONAL AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:210240147

OtherEvent #: 21-LP-0284

Narrative (1)

INITIAL INVESTIGATION

Ford, Austin 029795

01/24/2021

This report is submitted by P.O. Austin FORD, assigned to District Two, Early shift.

On Sunday, January 24th 2021, at approximately 7:56PM, P.O. RAMIREZ and I (Squad 2227) were dispatched to 3412 W National St (Gene's Unicorn II Tavern) which is located in the City and County of Milwaukee, for a Reckless Use call for service.

Upon arrival we spoke to the on shift bartender who identified herself as Melissa HOEPPNER M. (F/B, 10-18-93). HOEPPNER stated shortly after she arrived to work around 7:00PM, a man who she hasn't seen around the bar before entered and began speaking to the victim. HOEPPNER stated this man was a black male with long dreadlocks, wearing a black jacket and a blue jeans, HOEPPNER also stated one of the patrons no long on scene identified the man as "Derrick". HOEPPNER stated the two men were having a mutual conversation and joking with each other. HOEPPNER stated out of nowhere she heard the man whom she did not know yell "did you just threaten me" and shoved a small, black, semi automatic handgun into the left side of the victims neck and shoved him on to the floor. The unknown black male then left the scene, in an unknown direction.

HOEPPNER was fully cooperative with our investigation and presented a PUBLIC ENTERTAINMENT PREMISES LICENSE #0007003, Effective 11/14/20 to 11/13/2021 and a CLASS B TAVERN LICENSE #0208694, effective 11/14/20 to 11/13/2021

This RES incident had nothing to do with any licensing this business has.

Officer (2)

Reporting Officer:	Ford, Austin (029795)	01/24/2021 21:35:00
Section: (Work Location):	22	
Approving Officer:	Raden, Chad M (010032)	01/25/2021 10:30:43
Section: (Work Location):	27	



Wednesday, September 15, 2021



Notice of Public Hearing

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notice

PARKER, Shane G
GENE'S UNICORN PUB II at 3412 W NATIONAL Av
Class B Tavern, Food Dealer, and Public Entertainment Premises License Renewal Applications

Tuesday, September 28, 2021 at 1:25 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 virtually on 9/28/2021 at 1:25 PM. 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 for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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	3327A W NATIONAL AVE	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3329 W NATIONAL AVE	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3331 W NATIONAL AVE	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3331 W NATIONAL AVE, A	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3333 W NATIONAL AVE, A	MILWAUKEE, WI 53215-1113
CURRENT OCCUPANT	3334 W NATIONAL AVE	MILWAUKEE, WI 53215-1129
CURRENT OCCUPANT	3336 W NATIONAL AVE	MILWAUKEE, WI 53215-1129
CURRENT OCCUPANT	3403 W NATIONAL AVE, 1	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3403 W NATIONAL AVE, 2	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3403 W NATIONAL AVE, 3	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3403 W NATIONAL AVE, 4	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3411A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3411B W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3415 W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3415A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3417A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3424 W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3427A W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3427B W NATIONAL AVE	MILWAUKEE, WI 53215-1115
CURRENT OCCUPANT	3428A W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3430A W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3430B W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3430C W NATIONAL AVE	MILWAUKEE, WI 53215-1116
CURRENT OCCUPANT	3503 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	3505 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	3507 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	3509 W PIERCE ST	MILWAUKEE, WI 53215-1028
CURRENT OCCUPANT	703 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	705 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	707 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	709 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	723 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	725 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	727 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	729 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	733 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	735 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	737 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	737 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	739 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	740 S 34TH ST	MILWAUKEE, WI 53215-1108
CURRENT OCCUPANT	740A S 34TH ST	MILWAUKEE, WI 53215-1108
CURRENT OCCUPANT	743 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	743 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	745 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	746 S 34TH ST	MILWAUKEE, WI 53215-1108

CURRENT OCCUPANT	747 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	747 S 34TH ST, A	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	747 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	749 S 34TH ST	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	749 S 34TH ST, A	MILWAUKEE, WI 53215-1107
CURRENT OCCUPANT	749 S 35TH ST	MILWAUKEE, WI 53215-1036
CURRENT OCCUPANT	801 S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	806 S 34TH ST	MILWAUKEE, WI 53215-1110
CURRENT OCCUPANT	811 S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	811A S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	813 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	814 S 34TH ST	MILWAUKEE, WI 53215-1110
CURRENT OCCUPANT	815 S 34TH ST	MILWAUKEE, WI 53215-1109
CURRENT OCCUPANT	815 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	815A S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	815B S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	816 S 34TH ST	MILWAUKEE, WI 53215-1110
CURRENT OCCUPANT	821 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	821A S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	827 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	829 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	831 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	835 S SHEA AVE	MILWAUKEE, WI 53215-1125
CURRENT OCCUPANT	918 S 35TH ST	MILWAUKEE, WI 53215-1406
blank	notice	

Total Records: 70

Radius: 250.0 feet and Center of Circle: 3412 W National Ave

2021-2022 Plan of Operation for 3412 W NATIONAL AV

1. Litter & Security Plans			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input checked="" type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>IN FRONT After 9pm - Back yard daytime</u>			
Number of garbage cans: Inside <u>6</u> Locations: <u>3 Behind Bar 1 At entrance 1 Bathroom area, 1 in Back</u> Outside <u>2</u> Locations: _____			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe: _____			
Number of restrooms: <u>2</u>		Name of solid waste contractor: <u>Waste Management</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans: _____			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans: _____			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>1</u> AND What are their responsibilities? <u>Carding, waiting, crowd control</u> What security equipment do they use? <u>metal detector wand, card scanner</u> List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>5 inside, 4 outside</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>on weekends security during week bartender cards</u>			
2. Percentage of Sales (must total 100%)			
Alcohol <u>98</u> %	Food Sales <u>2</u> %	Entertainment _____ %	Other _____ %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other: _____			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe: _____			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: FREST 15096 Fee: \$250.00		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: DHS - PREPACK, Tavern Restaurant. Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT for GENE'S UNICORN PUB II 3412 W NATIONAL AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Jukebox, 5 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- | | | | |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Pool Tables |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____ | | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:


5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.


Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign