



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

Monday, October 25, 2021


COMMITTEE MEETING NOTICE

AD 04

POYTINGER, Marla R, Agent
Amped MKE, Inc
N28 W 27542 Peninsula DR
Pewaukee, WI 53072

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

Tuesday, November 09, 2021 at 09:10 AM

Regarding: Your Class B Tavern, Food Dealer and Public Premises Entertainment License Applications Requesting Disc Jockey, Bands, Karaoke, Comedy Acts, Patrons Dancing and 4 Concerts as agent for "Amped MKE, Inc" for "Amped" at 902 W Juneau 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/333235981>. If you wish to call in, please call +1 (872) 240-3311 and use Access Code: 333-235-981

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: 

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov

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

Date: October 8, 2021
Officer: Carlos Felix

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

Name of Premise: Amped MKE
Address: 902 W. Juneau Av.
Phone:

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Marla R. Poytinger(P352 5568 2581 05)
Home Address: N28W27542 peninsula Dr.
City State Zip: 53072
Phone: 414-336-1392
Email: marlarhahn@yahoo.com

Preferred contact: Same

Location currently open: ☐ YES ☒ NO

Projected open date: Aug 2022

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

Hours of Operation: Sun: 6A- 2A 24 hours ☐Y ☐N
Mon: 6A- 2A
Tue: 6A- 2A
Wed: 6A- 2A
Thu: 6A- 2A
Fri: 6A-2:30A
Sat: 6A-2:30A

Premise Type: ☒ Tavern/Bar
☐ Restaurant
☐ Other:

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Class:	#:
Tobacco:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Food:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Occupancy:	<input type="checkbox"/> Yes <input type="checkbox"/> No		#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Type:	#:

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all that apply)
 - a. ☐ Park
 - b. ☐ School
 - c. ☐ Youth Center
 - d. ☐ Church
 - e. ☒ Tavern(s) If so, how many 1
 - f. ☒ Residential
 - g. ☒ Other businesses
 - h. ☒ Other: UWM and MATC
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 bus stop? ☐ Yes ☒ No
7. Is there a bus shelter? ☐ Yes ☐ No ☒ N/A
8. Street parking ☒ Yes ☐ No
9. Is there a parking lot ☒ Yes ☐ No
10. Is the parking lot clean? ☐ Yes ☐ No ☒ N/A
11. Is the parking lot well lit? ☐ Yes ☐ No ☒ N/A
12. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No ☐ N/A
 - b. Will this lot have cameras? ☐ Yes ☐ No ☒ N/A
13. Are there areas where a person could conceal themselves ☒ Yes ☐ No
14. Is there exterior lighting? ☒ Yes ☐ No. Does it appear to be adequate ☐ Yes ☐ No
15. Exterior Payphone? ☐ Yes ☒ No
16. Are there No Loitering Signs posted? ☐ Yes ☒ No
17. Are there exterior security cameras ☐ Yes ☒ No How Many:
18. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Exterior Comments:

Camera Survey:

19. Does this location have security cameras? ☐ Yes ☒ No
20. Are they in working order? ☐ Yes ☒ No
21. What format are the cameras?
 - a. Color ☐ Yes ☐ No
 - b. Digital ☐ Yes ☐ No
 - c. VCR ☐ Yes ☐ No

d. Recorded ☐ Yes ☐ No

22. How long is footage stored for later viewing:

23. Are there exterior cameras ☐ Yes ☒ No How many:

24. Are there interior cameras ☐ Yes ☒ No How many:

25. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☐ No

26. Cameras located in parking lot ☐ Yes ☐ No ☒ N/A How many

Camera Survey Comments: Parking lot has an agent

Interior Survey:

27. What is the planned/posted capacity Unknown at this time possible 650

28. What is the minimum number of employees that will be on premise 3

29. 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

30. Is the interior of the location neat and clean? ☒ Yes ☐ No

31. Does an interior camera face the entrance/exit? ☐ Yes ☒ No

32. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ No

33. Does the owner know how to contact their police district directly? ☒ Yes ☐ No

a. Did you provide a district contact guide to the owner? ☐ Yes ☒ No

Interior Comments:

Security

34. How many security personnel are going to be employed: ☒ N/A

35. How will they be deployed: Interior Exterior ☐ N/A

36. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun ☐ ALL

37. Will the security be managed by business ☐ or contracted ☐

38. Will they be armed ☐ Yes ☐ No ☐ N/A

39. What type of security measures will be used: ☐ N/A

☐ Wanding/metal detector

☐ ID Scanner

☐ Dress Code

☐ Cover Charge

☐ Age restriction

☐ Other

40. When at capacity, how will the overflow crowd be managed? 80% reservation

41. Will a guard monitor the overflow crowd at all times? ☐ Yes ☐ No

Security Comments:

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This CPTED was conducted on October 8, 2021 at 9:30AM by Officer Carlos Felix, assigned District One, Day Shift.

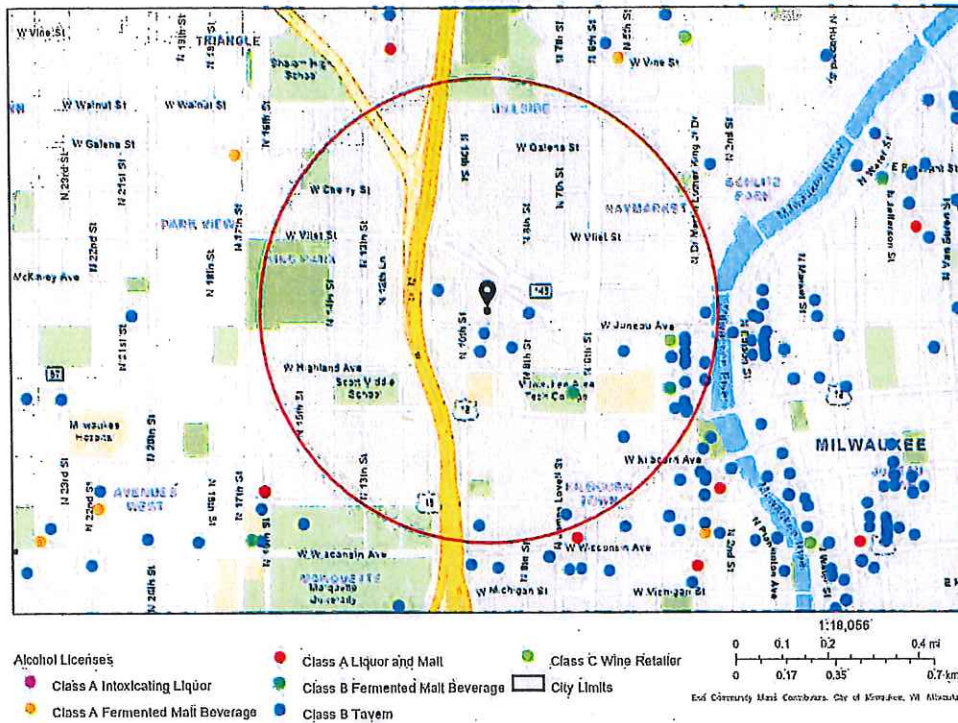
This business is housed in a multi-use building. There is a parking structure attached on the northside of the building and living space on the upper floors. The business is under minor construction and in the planning stage. The agent advised me that the concept is to have pods

where customers can have private areas to host Karaoke parties and two areas for larger gatherings. There will be a second floor added with additional pods. All of the pods will be equipped with a security cameras. On the first floor there are plans to install two bars, one at southeast end of the business and the second centered near the south doors. There are three points of entry off of the street. The only entry into the business will be allowed at the center doors off of W. Juneau Street. Customer will be checked in at the center bar. The majority of business will be preplanned reservations. There are plans to install 35 to 50 security cameras. I advised the agent to install two cameras in a rear hall area that leads to the parking structure and exterior rear door. All cameras will be on a cloud base system with remote access. There are plans to have an onsite office with a safe box installed.

This ends the CPTED.

Area of Interest (AOI) Information

Sep 27 2021 11:51:07 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	38		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Dr Martin L King Jr DR	Class B Tavern License		2/6/2022, 6:00 PM	1
2	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420-500 W Kilbourn AV	Class B Tavern License		9/26/2021, 7:00 PM	1
3	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class C Wine Retailer's License		1/21/2022, 6:00 PM	1
4	PBE Milwaukee 2 LLC	Point Burger Express	BRIAN J WARD, Agt	322 W STATE ST	Class B Tavern License	99	10/13/2021, 7:00 PM	1
5	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/11/2021, 7:00 PM	1
6	Ridley IPCO LLC	No Studios (1st floor)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	48	10/11/2021, 7:00 PM	1
7	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Dr Martin L King Jr DR	Class B Tavern License	370	11/21/2021, 6:00 PM	1
8	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N Dr Martin L King Jr DR	Class B Tavern License	824	11/5/2021, 7:00 PM	1
9	TRIPLE CROWN, INC	BUCK BRADLEY'S EATERY & SALOON	BERNARD PAGET, SR, Agt	1019 N Dr Martin L King Jr DR	Class B Tavern License	599	12/16/2021, 6:00 PM	1
10	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	80	12/12/2021, 6:00 PM	1
11	MIDAS HOSPITALITY, LLC	Aloft Milwaukee Downtown	Mathew W Meadows, Agt	1230 N Dr Martin L King Jr DR	Class B Tavern License		11/22/2021, 6:00 PM	1
12	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N Dr Martin L King Jr DR	Class B Tavern License		12/21/2021, 6:00 PM	1
13	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N Dr Martin L King Jr DR	Class B Tavern License		1/29/2022, 6:00 PM	1
14	Punch Bowl Milwaukee, LLC	Punch Bowl Social	Williams D Kearns, Agt	1122 N Vel R Phillips AV	Class B Tavern License		2/19/2022, 6:00 PM	1
15	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Dr Martin L King Jr DR	Class B Tavern License		3/2/2022, 6:00 PM	1
16	Lucille's Dueling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	320	2/17/2022, 6:00 PM	1
17	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	John R Casanova, Agt	320 W Highland AV	Class B Tavern License		3/26/2022, 7:00 PM	1
18	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	3/24/2022, 7:00 PM	1

19	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class C Wine Retailer's License		4/11/2022, 7:00 PM	1
20	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		4/11/2022, 7:00 PM	1
21	Ridley IPCO LLC	No Studios (rooftop)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	49	4/11/2022, 7:00 PM	1
22	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2022, 7:00 PM	1
23	MILWAUKEE TURNERS, INC	MILWAUKEE TURNERS	Emilio J De Torre, Agt	1034 N VEL R PHILLIPS AV	Class B Fermented Malt Beverage Retailer's License		5/23/2022, 7:00 PM	1
24	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/23/2022, 7:00 PM	1
25	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2022, 7:00 PM	1
26	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2022, 7:00 PM	1
27	MKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Angel Rivera, Agt	800 W Juneau AV	Class B Tavern License		7/7/2022, 7:00 PM	1
28	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/13/2022, 7:00 PM	1
29	Levy at Bucks Arena	Levy at Bucks Arena	Justin A Green, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2022, 7:00 PM	1
30	746JAMESLOVELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2022, 7:00 PM	1
31	Wisconsin City and Country Club LLC	Wisconsin Club	BRET J CLARK, Agt	900 W Wisconsin AV	Class B Tavern License	600	7/8/2022, 7:00 PM	1
32	TACO MIKES LLC	Taco Mikes LLC	Michael P Holz, Agt	1001 N MARTIN L KING JR DR	Class B Tavern License		8/11/2022, 7:00 PM	1
33	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N Dr Martin L King Jr DR	Class B Tavern License	191	9/14/2022, 7:00 PM	1
34	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2022, 7:00 PM	1
35	Bull & A Boy, LLC	Bottle House 42	Kaelyn M Cervero, Agt	1130 N 9TH ST	Class B Tavern License	450	8/30/2022, 7:00 PM	1
36	The Chalk House MKE Inc	The Loaded Slate	DOUGLAS L DAUL, Agt	1137 N Dr Martin L King Jr DR	Class B Tavern License	99	10/11/2021, 7:00 PM	1

37	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420-500 W Kilbourn AV	Class B Tavern License		9/26/2022, 7:00 PM	1
38	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/11/2022, 7:00 PM	1

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

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

CURRENT OCCUPANT	901 W WINNEBAGO ST, 301	MILWAUKEE, WI 53205-2563
CURRENT OCCUPANT	901 W WINNEBAGO ST, 302	MILWAUKEE, WI 53205-2563
CURRENT OCCUPANT	901 W WINNEBAGO ST, 303	MILWAUKEE, WI 53205-2563
CURRENT OCCUPANT	901 W WINNEBAGO ST, 304	MILWAUKEE, WI 53205-2563
CURRENT OCCUPANT	901 W WINNEBAGO ST, 305	MILWAUKEE, WI 53205-2563
CURRENT OCCUPANT	901 W WINNEBAGO ST, 306	MILWAUKEE, WI 53205-2563
CURRENT OCCUPANT	901 W WINNEBAGO ST, 307	MILWAUKEE, WI 53205-2563
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CURRENT OCCUPANT	901 W WINNEBAGO ST, 313	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 314	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 315	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 316	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 317	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 318	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 319	MILWAUKEE, WI 53205-2564
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CURRENT OCCUPANT	901 W WINNEBAGO ST, 321	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 322	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 323	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 324	MILWAUKEE, WI 53205-2564
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CURRENT OCCUPANT	901 W WINNEBAGO ST, 326	MILWAUKEE, WI 53205-2564
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CURRENT OCCUPANT	901 W WINNEBAGO ST, 331	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 332	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 333	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 334	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 335	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 336	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 337	MILWAUKEE, WI 53205-2564
CURRENT OCCUPANT	901 W WINNEBAGO ST, 338	MILWAUKEE, WI 53205-2565
CURRENT OCCUPANT	901 W WINNEBAGO ST, 339	MILWAUKEE, WI 53205-2565
CURRENT OCCUPANT	901 W WINNEBAGO ST, LL01	MILWAUKEE, WI 53205-2561
CURRENT OCCUPANT	901 W WINNEBAGO ST, LL02	MILWAUKEE, WI 53205-2561

Blank Notice

Total Records: 510

Radius: 250.0 feet and Center of Circle: 902 w Juneau Av



Monday, October 25, 2021



Notice of Public Hearing

Blank Notice.

POYTINGER, Marla R

Amped at 902 W Juneau Av.

Class B Tavern, Food Dealer and Public Premises Entertainment License Applications Requesting
Disc Jockey, Bands, Karaoke, Comedy Acts, Patrons Dancing and 4 Concerts

Tuesday, November 09, 2021 at 09:10 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 11/09/2021 at 09:10 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, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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.



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☐ Dining Room
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station
☐ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:
Tavern with karaoke

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: I own several activity bars in Milwaukee.

2. Business Operations

- a. Proposed Opening Date: 7/1/2022
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: 6/1/2022
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: _____
- e. Is the current licensee operating? ☐ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: Interstate Parking

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: Fender passport systems with mics

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: Bathrooms (2), behind bar, meeting rooms (2)
Outside: 1 Locations: Trash room
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 12 fixtures
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: TBD

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 908 and describe the parking security plan: Parking structure managed by Interstate Parking
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Is security equipment used? ☐ No ☒ Yes If yes, describe Security cameras
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 25 and list locations: Entrances, exits, registers, each suite
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>30</u> %	Food <u>10</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>60</u> %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

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

Type 1

- ☐ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☒ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel : Number of Floors: _____ Number of Rooms: _____ ☐ Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- ☐ Liquor Store ☐ Corner Store ☐ Supermarket ☐ Convenience Store
- ☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Recycling, Salvage or Towing
- ☐ Used Car Dealer ☐ Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

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

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

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☒ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☒ Other: Describe: Mezzanine
- b. Describe Location: ☐ Major Thoroughfare ☒ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: 9th Street
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☐ Multi-Story - # of Stories _____ ☒ Other: Parking garage
- f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: Garage owned by Interstate Parking Phone Number: (414) 431-6555
Building Owner Address: 710 N Plankinton Avenue, Suite 700, Milwaukee, Wisconsin 53203

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

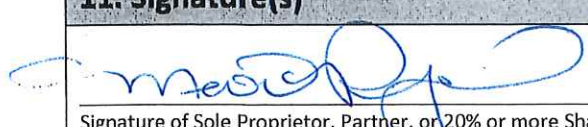
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	6am	2am	100	5-99	none
Monday	6am	2am	100	5-99	none
Tuesday	6am	2am	100	5-99	none
Wednesday	6am	2am	100	5-99	none
Thursday	6am	2am	100	5-99	none
Friday	6am	2:30am	200	5-99	none
Saturday	6am	2:30am	300	5-99	none

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

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

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

11. Signature(s)


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

Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: AMPED MKE INC

Premise Address: 902 W Juneau Ave, Milwaukee, WI 53233

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☒ No ☐ Yes

If no, list the name and address of the person(s) who will: _____

Steven Davis, 100 East Main Street, Unit 122, Waukesha, WI, 53186

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☐ No ☒ Yes If yes, list name and address: Old National Bank, One Main Street, PO Box 718, Evansville, IN 47705-0718

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☒ Own ☐ Lease

b) Who owns the fixtures (for example, coolers, etc.)? Amped MKE Inc.

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

d) Total amount paid for business \$ n/a

e) Total amount paid for goodwill of the business \$ n/a

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

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

a) Date lease begins _____ Ends _____

b) Monthly rental \$ n/a

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)? _____

Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☐ Yes If yes, explain _____
- g) Does the present owner or 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:

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



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 902 W Juneau Ave, Milwaukee WI 53233

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input type="checkbox"/> Amusement Machines
How many? _____ |
| <input checked="" type="checkbox"/> Bands | <input checked="" type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input checked="" type="checkbox"/> Concerts
Approx. # per year? <u>4</u> |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables
How many? _____ | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input checked="" type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

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: **Fender passports with microphones**

LEGAL CAPACITY OF PREMISES

TBD (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: TBD. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

**FOOD DEALER LICENSE PLAN OF OPERATION**

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

Legal Entity Name: **Amped MKE Inc.**Premises Address: **902 W Juneau Ave, Milwaukee, WI 53233****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 CONTROLWill 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: Cheese, ice cream, pizza, deli meat, milk

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:

Add bar, bathrooms, kitchen, meeting rooms

Start date:

1/1/2022

Name, Address & Phone Number of Architect:

Anne Krogstad, 262-563-5340MSI General, W215 E Wisconsin Ave, Nashotah WI 53058

Name, Address & Phone Number of Contractor:

John Kutz, 262-563-5379MSI General, W215 E Wisconsin Ave, Nashotah WI 53058**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:

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

Marla Poytinger Agent for "Amped MKE Inc."

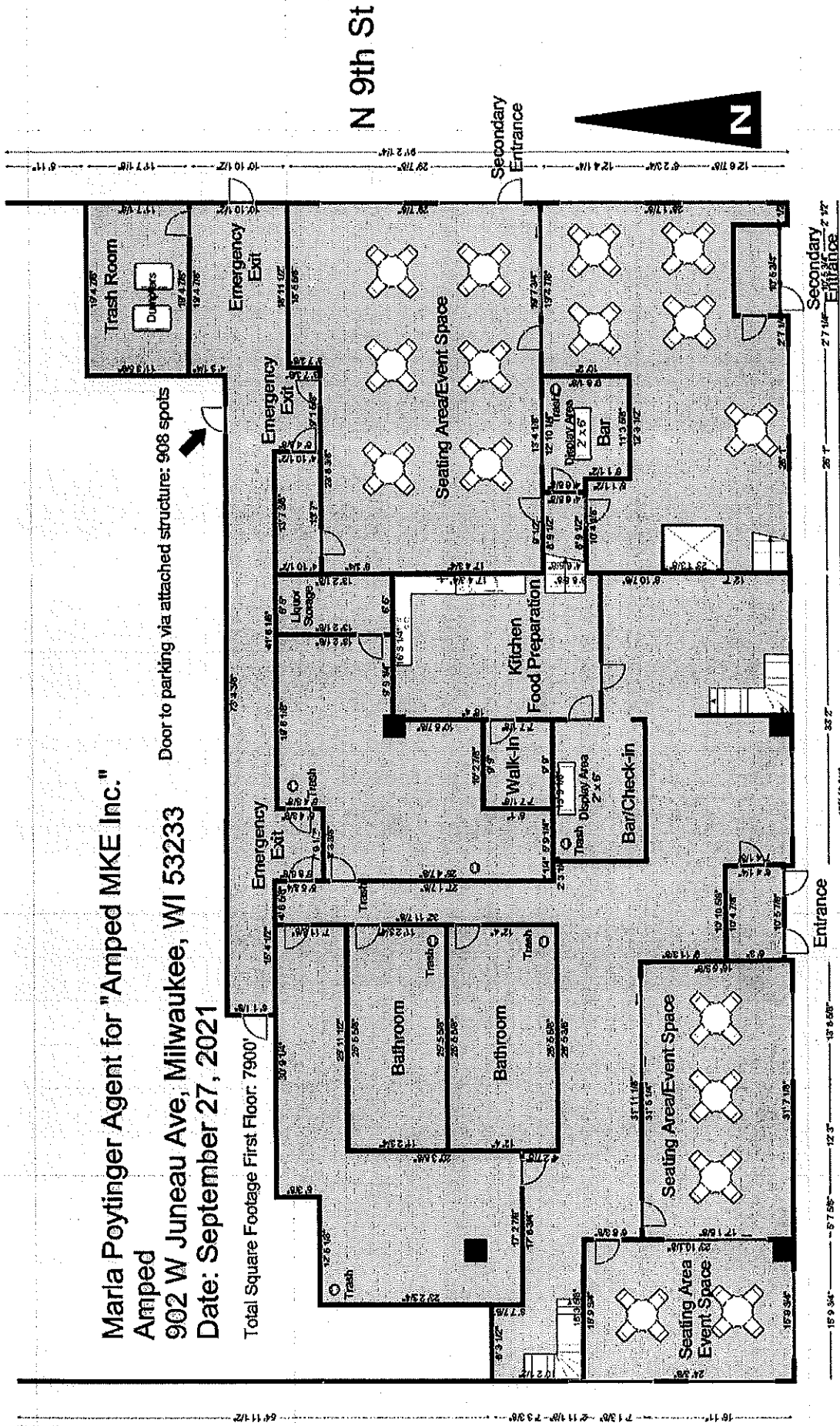
Amped

902 W Juneau Ave, Milwaukee, WI 53233

Date: September 27, 2021

Door to parking via attached structure: 908 spots

Total Square Footage First Floor: 7900'



Seating Area

Food Menu

Amped

As of September 20, 2021

1. Bavarian Soft Pretzel: Served warm with side of nacho cheese (prepackaged)
2. Nachos: Tortilla chips served with side of nacho cheese (prepackaged)
3. Novelty ice cream (prepackaged)
4. Pizzas (frozen)
5. Cheese & Sausage Platters
6. Fruit Platters
7. Muffins and Pastries
8. Deli Sandwiches
9. Coffee and Tea (drip only, no espresso)