



Winter 2017

From the License Division Desk

2016 was a busy year for the License Division. We processed nearly 20,000 license and permit applications and helped over 11,000 customers in-person at City Hall. These numbers, however, only paint half the picture when it comes to our customer service philosophy.

Last year we helped launch the City Clerk's "Red Tape Rescue" program, an initiative aimed at streamlining operations and helping businesses succeed. Through projects like the [StartSmart](#) web tool, the [Licensed Premises Pivot Program](#), our quarterly newsletter, and the [Clerk Notes Instructional Video Series](#), we have made it easier for you to interact with City government. You may find information on these initiatives on our website.

In addition, our office has played a key role in many less flashy – but certainly no less important – projects, such as the development of umbrella licenses, the simplification of forms, the expansion of online renewal functionality, and the streamlining of administrative processes.

What does this mean for you? For starters, it means you spend less time at City Hall: since 2014, we have reduced our average in-person assistance time by 5%. With the added efficiencies, we were able to reduce some license fees. As we head into 2017 we will continue to look for ways to streamline the licensing process. Our goal is to reduce or eliminate the time you need to spend at City Hall for licensing matters. We hope someday to bring most of our services directly to your fingertips, from application and renewal to education and outreach.

None of this, of course, would be possible without the hard work and dedication of our staff. I'm proud of our team. We look forward serving you in 2017!

Jason Schunk
License Division Manager

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Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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Community Voices

Keith Stanley of Near West Side Partners

Recently at a license hearing I had the opportunity to work with local community members and stakeholders regarding an application for a 24/7 drive-thru license. The business could not address the concerns of the local community and was not awarded the license. The outcome could have been different with the right plan for safety, security, and maintenance for the local neighborhood.

We have many wonderful businesses that care about their neighbors and invest in their property and community. These business owners make real commitments to the neighborhoods they serve, unlike those who ask us to make concessions for their businesses without considering impact.

Many of these quality property and business owners not only make financial investments, but demonstrate their commitment by becoming involved in the community through participation in committees, policies, and initiatives that address crime and economic development in the local neighborhood. These business owners may be a part of a business improvement district but also give back in other ways, including volunteering, making improvements to the surrounding community and much more.

On the other hand, there are some businesses that don't make even the most basic commitments to maintain their properties, and blame the poor and communities of color for their lack of investment. It seems these businesses are unable to paint facades, invest in better signage or maintain their buildings due to local residents. That logic is flawed.

The city of Milwaukee and the Near West Side community ask and expect more from all stakeholders, including those in the business community. We ask stakeholders – residents and businesses alike – to tackle the problems that Milwaukee neighborhoods face. When we all work together, we all benefit – through a better return on our investment, increased property values, increased sales and safer communities.

Near West Side Partners, Inc. is a non-profit organization founded through the support of five anchor institutions: Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors, and Potawatomi Business Development Corporation. The Near West Side community includes the following neighborhoods: Avenues West, Cold Springs Park, Historic Concordia, Martin Drive, Merrill Park, Miller Valley, and Piggsville. For more information, visit www.nearwestsidemke.org.

Briefs

New and important information you need to know.

City Code Changes

- **File #160192:** Creates a temporary change of plan permit to allow any business to obtain one permit instead of multiple permits or licenses when making temporary changes to its plan of operation.
- **File #160858:** Reduces the amount charged for the annual snow plowing equipment license from \$50 to \$10.
- **File #160895, #160896, #160897, and #160898:** Resolutions establishing various charges relating to the 2017 Budget (Snow & Ice, Sewerage, Storm Water and Solid Waste).
- **File #160993:** Establishes that applicants filing multiple late applications for licenses or permits with concurrent expiration dates pay only one late filing fee, instead of multiple late filing fees.

Soundbites

A Conversation With: Jessica Celella

We recently sat down with the License Division's Assistant Manager to talk current events, notably the License Division's new Temporary Change of Plan Permit (TCoP). Below is an excerpt of the conversation.



Editor: A recent ordinance tweaked the process for making temporary changes to a business plan of operation (see [File #160192](#)). What does this mean for businesses in Milwaukee?

Jessica: Before we get into that, let's go over some basic requirements. Anyone holding a City license must follow the business plan approved by the Common Council. This includes plans relating to the hours of operation, the type of entertainment offered, and where food or alcohol is consumed. Any activities falling outside the terms of a license, even if temporary, require additional approval by the Common Council in the form of a TCoP.

Editor: This has been the rule for some time, right?

Jessica: Correct, but under the old rules, a business might need to apply for up to three or four types of permits for one event. Previously, some types of licenses also could not change a plan of operation on a temporary basis. Under the new rules, businesses only need one Permit. This saves businesses the time of filling out multiple forms, we reduce processing time, and we're able to pass those savings on. It's a win-win.

Editor: Do applicants for Temporary Change of Plan Permits need to attend a Licenses Committee hearing? That seems kind of cumbersome.

Jessica: Applications are actually approved or denied by the local Council Member, so the process is fairly simple. Applications are only sent to the License Committee if there is a denial of the application. Businesses should keep in mind, however, that they should apply far enough in advance of the proposed activity to allow time for an appeal, should their application be denied. We have a handy chart on the application which should help with timelines.

Editor: Anything else you'd like businesses to know?

Jessica: Businesses that have obtained other temporary permits in the past – such as a Temporary Extension of Premises – should look for the new TCoP application on our website (Milwaukee.gov/LicensesPermits).

They should also keep in mind that the City doesn't grant TCoPs to locations not connected to a currently licensed premises. For instance, a bar can't get a TCoP for an event not held at their licensed location.

Finally, even if approved for a TCoP, a business may need to obtain additional permits from other City departments. A Special Event Permit may be needed, for instance, if the activity will be on the public right-of-way.

Licensing Notes

Upcoming License Committee Meetings:

- January 24, 2017
- February 14, 2017
- March 7, 2017
- April 5, 2017

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead! The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Pivot Program: 2017 Schedule

Session 1: Tuesday, January 30
Employ Milwaukee
2338 North 27th Street
9 a.m. to 11 a.m.

Session 2: Tuesday, April 11
Water Tower Building (3rd floor)
4001 S. 6th Street
9 a.m. to 11 a.m.

Session 3: Tuesday, July 11
Direct Supply
7227 W. Green Tree Rd
2 p.m. to 4 p.m.

Session 4: Tuesday, October 10
Ignace Health Center
930 W. Historic Mitchell Street
9 a.m. to 11 a.m.

To register, email your name, business name, session attending, and the number of people attending to Pivot@milwaukee.gov



Recent Disciplinary Actions

License suspensions and revocations

- **All Star Sports Bar:** 4001 W. Fond du Lac Ave. [File #160629](#)
Non-renewal: Class B Tavern & Public Entertainment Premises Licenses
- **Comments Lounge:** 5219 W. Hampton Ave. [File #160637](#)
60-day suspension: Class B Tavern & Public Entertainment Premises Licenses
- **Coop's Tavern:** 1577 W. Morgan Ave. [File #160629](#)
30-day suspension: Class B Tavern & Public Entertainment Premises Licenses
- **Dave Froman's:** 2018 S. 1st Street. [File #160629](#)
Non-renewal: Food Peddler License
- **Jay's Uptown Café:** 5007 W. Center St. [File #160637](#)
10-day suspension: Class B Tavern, Food Dealer & PEP Licenses
- **Kana Mojito Club:** 626 S. 5th St.. [File #160637](#)
10-day suspension: Class B Tavern & Public Entertainment Premises Licenses
- **Klik Launja:** 606 S. 5th St. [File #160630](#)
Non-renewal: Class B Tavern & Public Entertainment Premises Licenses
- **La Cage:** 801 S. 2nd St. [File #160637](#)
10-day suspension: Class B Tavern & Public Entertainment Premises Licenses
- **Ladybug Club/618 Live on Water:** 622 N. Water St. [File #160636](#)
15-day suspension: Class B Tavern & Public Entertainment Premises Licenses
- **Passion Nightclub:** 1566 S. Muskego Ave. [File #160630](#)
10-day suspension: Class B Tavern & Public Entertainment Premises Licenses
- **S2 Real Estate:** 803 S. 3rd St. [File #160637](#)
Non-renewal: Rooming House License
- **Ugly's:** 1125 N. Old World Third St. [File #160637](#)
10-day suspension: Class B Tavern, Food Dealer & PEP Licenses

Directory

City Clerk's Office License Division

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Milwaukee, WI 53202

Phone: (414) 286-2238
Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. José G. Pérez (Vice Chair)
- Ald. Milele A Coggs
- Ald. Chantia Lewis
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy

Letters to the License Division desk.



Q Dear Andy,

I own a painting studio and would like to start offering my customers wine during painting classes on the weekends. Do I need a license, even if I'm giving away the wine for free?

Sincerely, Glass Half Full

A Dear Glass Half Full,

Grape question! We get that one a lot, actually. In short, yes, you will need to obtain a Class "B" Tavern license from the City.

Wisconsin state law requires an alcohol beverage license to sell, offer, barter or give away any liquor, wine or beer. Likewise, state law prohibits the consumption of alcohol at any premise not holding an alcohol beverage license.

A Class "B" Tavern license is valid *only* for a specific establishment, but it will allow you to serve wine without holding a separate Class "D" Operator's (bartender's) license at that location. Keep in mind, however, that any employees not working under your direct, constant supervision will need to obtain a bartender's license to serve wine.

Sincerely, Andy