



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name:

Premise Address:

### 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: \_\_\_\_\_

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: \_\_\_\_\_

### 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.)? \_\_\_\_\_

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

d) Total amount paid for business \$ \_\_\_\_\_

e) Total amount paid for goodwill of the business \$ \_\_\_\_\_

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 \$ \_\_\_\_\_

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 occupant 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

## Alcohol, Public Entertainment & Food Establishments and Dwelling Facilities Detailed Floor Plan Requirements

A detailed floor plan must be submitted with this application. Please read all instructions before preparing the floor plan.

- Any application submitted without the detailed floor plan (including all required items listed below) will be returned.
- Even if the premise has been previously licensed and a floor plan submitted, a new floor plan must be submitted with this application.
- The floor plan must be filed on 8 ½ x 11 inch size paper.
- A separate sheet of paper must be filed for each floor where business will be conducted.
- Handwritten plans are acceptable. Plans do not need to be architectural drawings and need not be to scale.

### ALL FLOOR PLANS MUST INCLUDE THE FOLLOWING:

1.  Dimensions of the premises (length x width) and  
 Total square feet of the premises
2.  Label all entrances and exits
3.  Show building/licensed premises in relation to surrounding streets and  
 Provide street names
4.  Label all parking areas on the premises (do not include street parking) This is required even if the parking is shared, for example, a strip mall and  
 Provide the dimensions (length x width) of all parking areas on the premises. The parking area(s) should be marked on the floor plan for the first floor showing the relation to the building.
5.  Label all restrooms
6.  Label the kitchen
7.  Label the check in area
8.  Label all trash cans inside and outside of the premises
9.  Mark the North point (N↑) on each page
10.  Write the legal entity name (and agent's name if a corporation or LLC) on each page
11.  Write the trade (business) name on each page
12.  Write the premises address on each page
13.  Write the date on each page

### ALCOHOL & FOOD APPLICANTS ONLY:

1.  Label all areas where food (and cigarettes if applicable) are displayed or stored
2.  Label all seating areas, food preparation areas and bars
3.  Label all outdoor areas used for the sale or service of alcohol beverages and/or food (for example, patios, beer gardens, sidewalk cafes and decks) and  
 Provide the dimensions (length x width) of all outdoor areas used for the sale and service of alcohol beverages and/or food.
4.  If food or alcohol is stored in the basement, a separate floor plan is needed for the basement.

### ALCOHOL APPLICANTS ONLY:

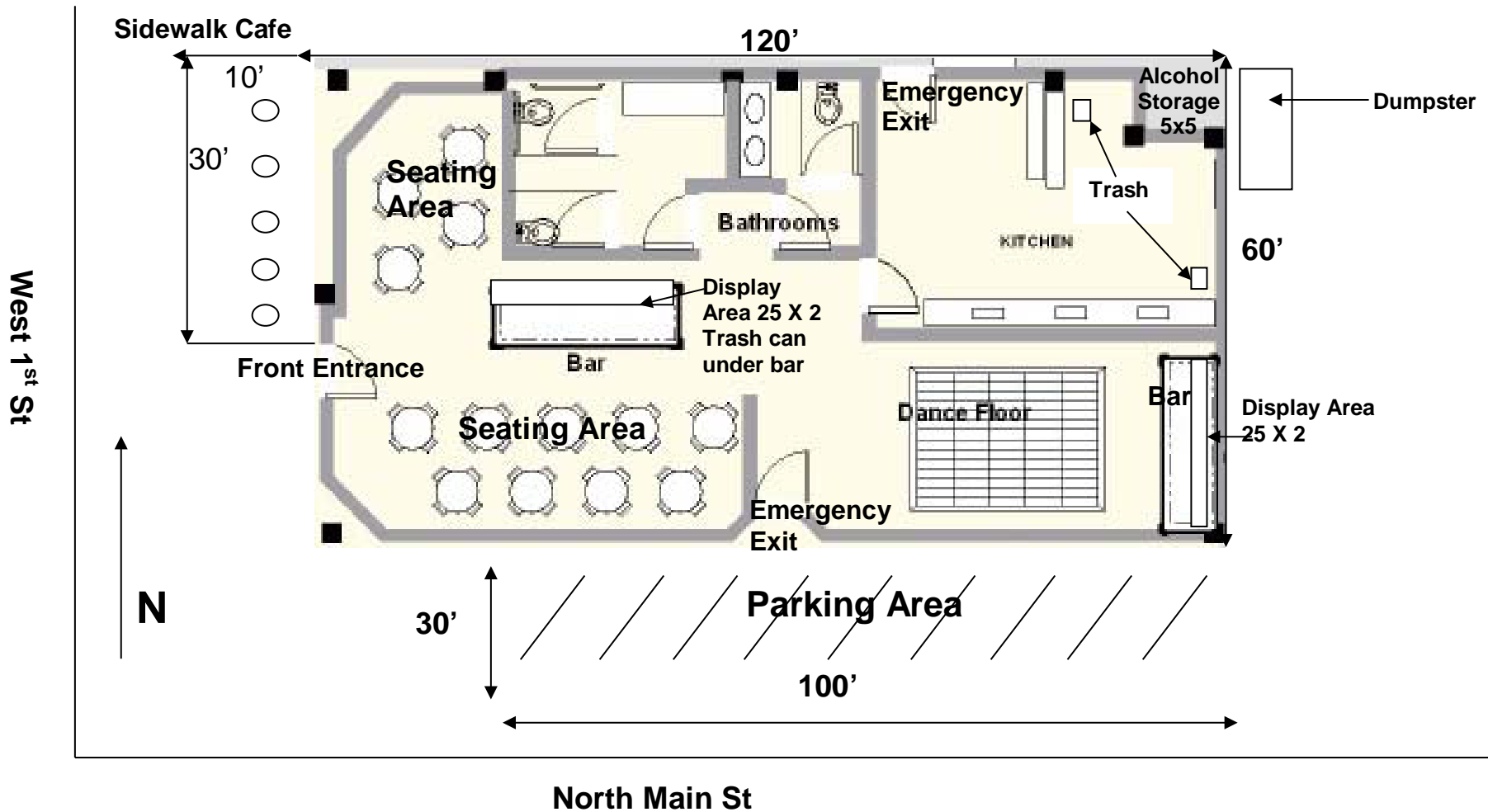
1.  Label all alcohol storage areas (coolers, etc.) and  
 Provide dimensions (length x width) of the alcohol storage areas
2.  Label all alcohol display areas (behind the bar, shelves, etc.) and  
 Provide dimensions (length x width) of the alcohol display areas

### PUBLIC ENTERTAINMENT APPLICANTS ONLY:

1.  Label all areas where entertainment will take place (for example: stages, dance floors, games/jukebox, etc.)

## Alcohol Beverage Establishment & Food Dealer Floor Plan Sample

See the Alcohol Beverage Establishment & Food Dealer Detailed Floor Plan Requirements for a list of all items that **must** be included. **Reminder: The areas for Alcohol Storage and Display must be included and the dimensions must be given. This includes basement storage.**



John A. Doe Agent for "ABC Corporation"  
"My Bar"  
122 Any Street  
Date: June 1, 2015

Total  
Square  
Footage =  
6600'