



### TEMP-24-16

Temporary Extension and  
Temporary Public  
Entertainment Premises  
Applications  
Status: Active  
Submitted On: 5/15/2024

#### Primary Location

7140 W GREENFIELD AVE  
West Allis, WI 53214

#### Owner

Walter Holtz  
602 S 9th St Milwaukee, WI  
53204

#### Applicant

Walter Holtz  
 414-254-8885  
 wallyatthedeco@gmail.com  
 7140 W Greenfield Ave  
West Allis, WI 53214

## Permit Information

### Temporary Extension of a Class B Premises Permit -

If you want to extend your premises for the service or sale of alcohol beyond, but contiguous to (sharing a common border; touching), your licensed premises .

The common council must approve the extension prior to use.

It will be reviewed by the Planning, Code Enforcement, Health, and Police Departments.

### Temporary Public Entertainment Permit -

This permit is needed if you do not hold a Public Entertainment Premises Permit or if you do hold a Public Entertainment Premises License but are having entertainment that is not approved under that license.

(See your public entertainment premises license for the approved entertainment.)

## Application Information

Do you have a Class B Tavern License?\*

Yes

**Types of Permits**

1. Seasonal Labor Day to Memorial Day – Alcohol Only.  
Extension of premises to serve, serve, consume alcohol from the Friday of Memorial Day Weekend until Labor Day.
2. Seasonal Memorial Day to Labor Day – Alcohol and Entertainment. Extension of premises to serve, serve, consume alcohol and provide the approved entertainment from the Friday of Memorial Day Weekend until Labor Day.
3. One Day/Single Event.  
Extension of premises to serve, serve, consume alcohol, and provide the approved entertainment (if applicable) for a single day event or a 3-4 consecutive day event.
4. Temporary Public Entertainment.  
Permit to allow entertainment for a temporary event or temporarily have a type of entertainment that is not on your public entertainment license.

<p><b>Enter your current Class B Tavern License #*</b></p> <p>ALC-23-3</p>	<p><b>What type of permit(s) are you applying for? *</b></p> <p>Seasonal Labor Day to Memorial Day Weekend- Alcohol and Entertainment (includes music)</p>
<p><b>Do you have "Entertainment" listed on your Class B Tavern License?*</b></p> <p>Yes</p>	<p><b>Is the type of entertainment you are requesting the same as what is listed on your liquor license?*</b></p> <p>Yes</p>

**Applicant / License Agent Information**

<p><b>Applicant Last Name *</b></p> <p>Holtz</p>	<p><b>Applicant First Name*</b></p> <p>Walter</p>
<p><b>Applicant Middle Initial</b></p> <p>J</p>	<p><b>Mailing Address*</b></p> <p>7140 W. Greenfield Avenue</p>

**City\***

West Allis

**State\***

WI

**Zip Code\***

53214

**Phone Number\* ?**

414-254-8885

**E-Mail Address\* ?**

wallyatthedeco@gmail.com

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## Business Information

**DBA/Trade/Business Name \***

The Deco

**Business Address (License Location)\***

7140 W. Greenfield Avenue

**Business Zip Code\***

53214

**Business Phone Number\***

414-254-8885

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## SEASONAL (Friday of Memorial Day to Labor Day)

**Is the area for the requested extension outside? \***

Yes

**Outdoor Premises Regulations**

1. Duration. Friday of Memorial Day weekend to Labor Day unless exception approved by the Common Council.

2. Containers. No licensee may allow glass beverage containers in an outdoor premises.

3. Noise Limit. No outdoor premises may be the source of sound that measures over 100 decibels (A-weighted) within 100 feet from the outdoor premises. *The common council may set different noise limits.*

4. Bordering. The border of any outdoor premises shall be physically marked with fencing, vegetation, barriers, or other objects or markings accurately indicating the limits of the outdoor premises.

5. Lighting. Any lighting for an outdoor premises may not project directly to an area beyond the indoor and outdoor premises.

6. Operating Hours.

Sunday – Thursday 10 am to 8 pm;

Friday and Saturday 10 am to 10pm.

*The common council may set different operating hours.*

**Duration -**

*The extension is for Friday of Memorial Day Weekend to Labor Day unless exception approved by the Common Council.*

Do you want the extension for longer than just Memorial Day to Labor Day or other extended time period? \*

Yes

Requested Start Date\*

05/25/2024

Requested End Date\*

11/02/2024

**Include other information regarding the dates of operation for the extension, if needed.**

The reasons for the extensions would just be potential for wedding cocktail hours, just a few hours usually over the weekend. We did run a West Allis Wednesday community concert series last year but that wouldn't run past labor day. The extension would only be for private events. If you see a problem with that we can limit it to Labor Day.

If you want to have the extension for a time period outside of Memorial Day to Labor, you will need approval from the Common Council. You will receive a notice to discuss it in person at a Public Safety Committee meeting.

**Hours of Operation**

Enter the times when the extension will be used.

If there is a day during the week you will not use it, enter "NONE".

Sunday – Thursday 10 am to 8 pm;  
 Friday and Saturday 10 am to 10pm.

*The extension may be used for the above hours only, unless an exception is approved by the common council.*

**Do you want to use your extension more than the above hours? \***

No

**Sunday Start & End Time \***

10 am to 10 pm

**Monday Start & End Time\***

10 am to 8 pm

**Tuesday Start & End Time\***

10 am to 8 pm

**Wednesday Start & End Time\***

6 pm to 10 pm

**Thursday Start & End Time\***

10 am to 8 pm

**Friday Start & End Time\***

10 am to 10pm

**Saturday Start & End Time\***

10 am to 10pm

**Include other information regarding the hours of operation for the extension, if needed.**

\*Sundays to include Mem. – Labor Day except 6/2/24 (A La Carte) and 10/6/24 (Car Show Sunday).

## **Extension Location**

**Briefly describe the area you are requesting for the extension. \***

The Plaza area as approved last year by the Common Council.

**Upload a diagram (drawing) of the proposed area for extension and make where alcohol will be served and consumed. Also, please be sure to indicate the area(s) which will be fenced off, defining the premises.**

**Diagram of Area (PDF or JPG)\***



Seasonal TPE - The Deco - Premise Map.pdf

## **Types of Entertainment**

**List the type of public entertainment you are requesting.**

DJ & live bands inside & 1, 2 or 3 piece light acoustic music or DJ outside in the West Allis Plaza.

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## Other Licenses or Permits that may be needed for your event:

Is your event a block party, church festival, concert, parade, carnival, or other large gathering?\*

No

Is your event going to be held on public property (street, sidewalk, etc.)?\*

No

Will your event be held on private property, have more than 21 people, and will obstruct public property (street, sidewalk, etc.)?\*

No

Will you be putting up any tents that are 400 square feet or larger?\*

No

Will hot food be kept warm and served outside?\*

No

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## Terms and Conditions

I understand that I may not allow any glass beverage containers in the outdoor portion of the extension.\*



I understand that no outdoor premises may be the source of sound that measures over 100 decibels (A-weighted) within 100 feet from the outdoor premises. The Common Council may set different noise limits for a particular outdoor premises if the licensee agrees to those alternate noise limits.\*



I understand that the border of any outdoor premises shall be physically marked with fencing, vegetation, barriers, or other objects or markings accurately indicating the limits of the outdoor premises.\*



I understand that any lighting for an outdoor premises may not project directly to an area beyond the indoor and outdoor premises.\*



I understand that the operating hours are Sunday – Thursday 10 am to 8 pm; Friday and Saturday 10 am to 10pm unless the Common Council approves other hours of operation. \*



I understand that I am responsible for cleaning up the area of the extension and providing containers and storage for garbage and recycling. \*



I understand that a copy of the permit and any other applicable permits or licenses must be kept on the premises for the duration of the extension. \*



I understand that unless a temporary public entertainment permit has been issued, the type of entertainment permitted in the outdoor area is limited to what the public entertainment premises license allows. \*



I understand that the dates of the extension are Friday of Memorial Weekend to Labor Day unless an exception is approved by the Common Council. \*



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## Acceptance & Signature

I understand that I must submit a fee payment in order for my application to be processed. (You will receive an email with a link to pay, once you have submitted your application.)\*





**READ CAREFULLY BEFORE SIGNING:**

Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the applicant. Applicant agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another.

Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

**Applicant's Digital Signature\***

✓ WALTER J HOLTZ  
May 15, 2024

**Failure to submit the required fee will result in your application not being processed. You will receive an email with the a link to pay the fee after you submit this application.**