



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, May 29, 2024

6:00 PM

Room 128 – City Hall – 7525 W. Greenfield Ave.

- 6A. Certified Survey Map to consolidate two properties into one lot of record at 7225 W. National Ave. and 7235 W. National Ave. (Tax Key Nos. 453-0537-000 and 453-0538-000)**
- 6B. Site, Landscaping, and Architectural plan Design Review for site and building alterations to property located at 7225 W. National Ave. and 7235 W. National Ave. (Tax Key Nos. 453-0537-000 and 453-0538-000).**



Overview and Zoning

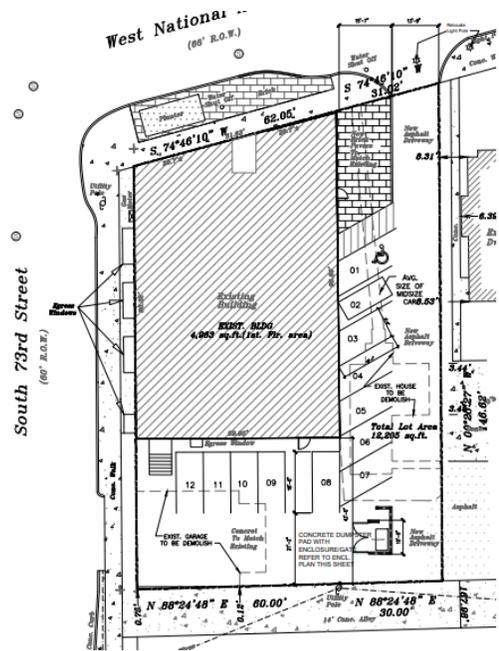
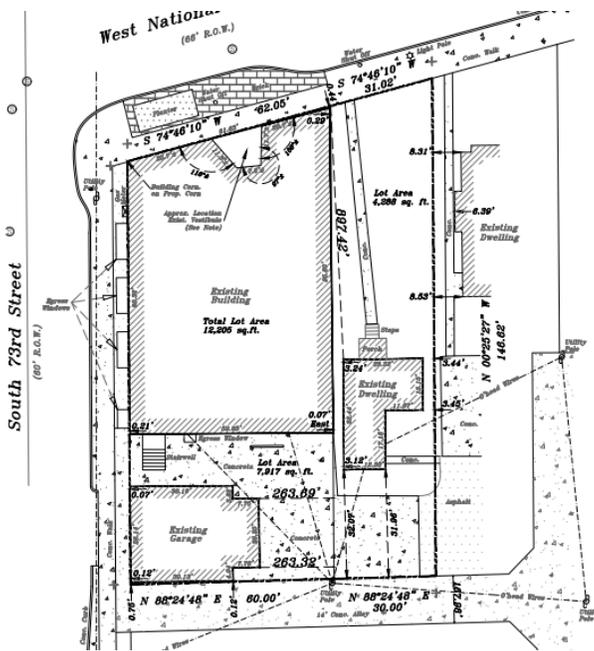
The current property owner, National Avenue Holdings, LLC, purchased the sites in 2023 from a former HVAC shop owner (Energy Expeditors), and an adjacent residential property owner to the east. The total area of both lots is about 12,200-sf.

National Avenue Holdings, LLC also owns “The Liquor Outlet,” another liquor store at [5417 N. Lovers Lane](#). The applicant was granted a liquor license in 2023 by Common Council, since site and architectural improvements are planned, the Plan Commission’s role is to consider the proposed development plans and make a recommendation.

Plan Commission’s role

Both properties are Zoned C-2 commercial. While liquor stores and taverns are permitted uses, the site changes and building improvements require Plan Commission design approval before obtaining a building permit. The proposal includes A CSM to combine the two properties into one lot of record, the demolition of the existing home at 7225 W. National Ave., the demolition of a garage behind 7235 W. National Ave. and a new driveway opening and accessory parking lot being added on the east side of the combined property. Interior and exterior building alterations are also planned to change the use from a HVAC shop to a liquor store with a tavern (class B establishment).





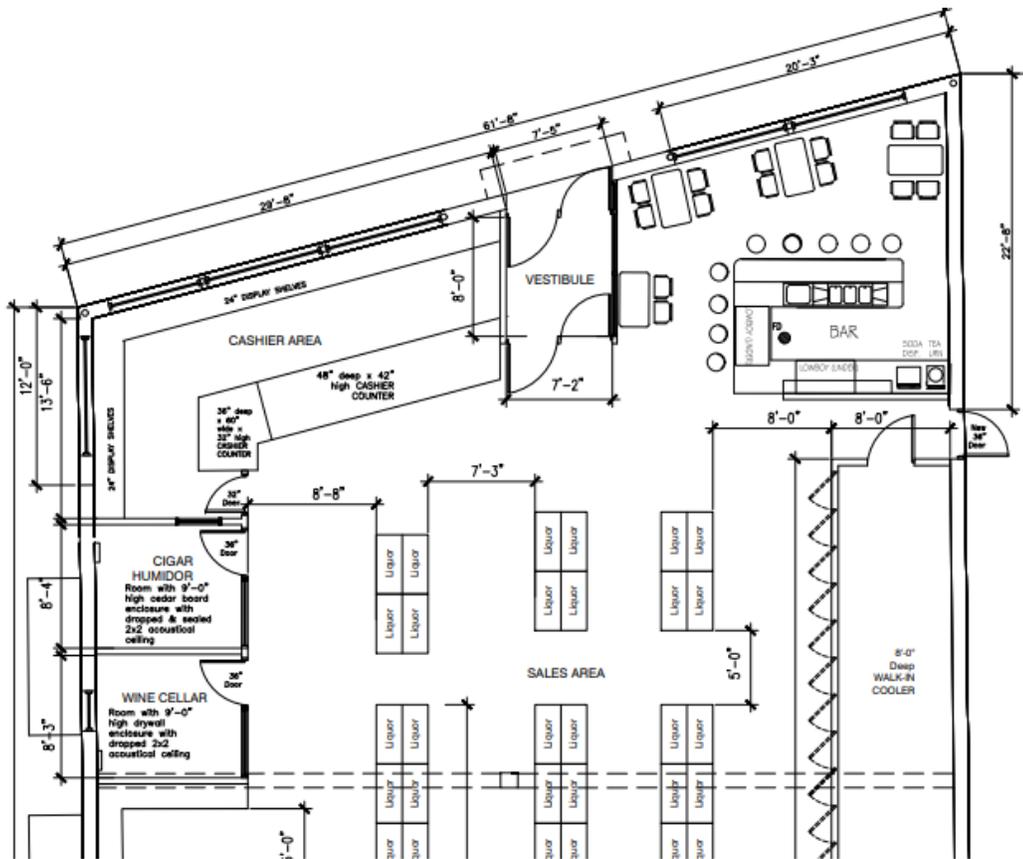
Site/Landscaping and Architectural Plans

The existing building area is about 5,000-sf, and 12 parking spaces are planned on site. A outdoor patio is planned on the east side of the building near a new driveway opening on W. National Ave. The existing garage behind the building will be demolished for additional parking. A maximum of 16 parking stalls are allowed for the proposed use and size of building. Please refer to the project description and proposed plans for more information.

Staff is recommending additional screening on the east side of the site.

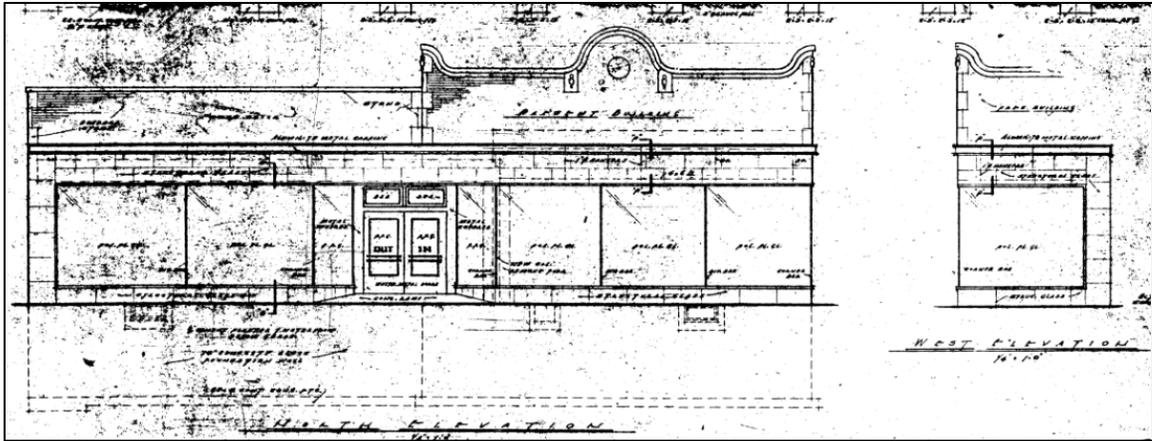
The interior and exterior of the building is being modified for the new liquor store and bar. Please refer to the floor plan. The majority of the floor plan is dedicated to the liquor store use, but there is also part of the building (northeast part) being remodeled for a bar.



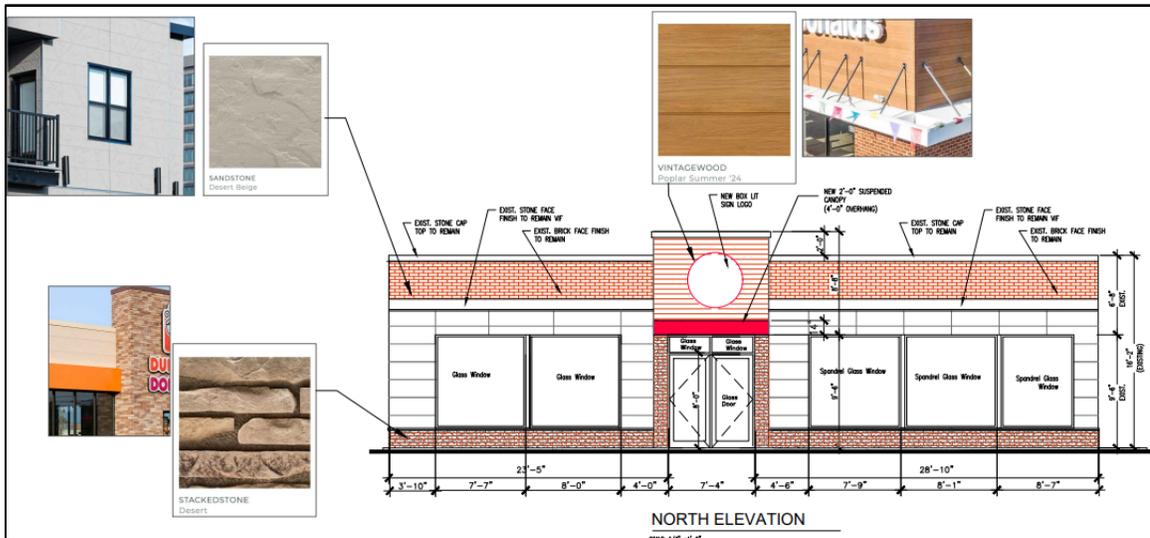


The exterior elevations show new stone base, transparent and spandrel windows, and existing brick. The new window additions will be smaller than originally designed. Another exterior material (Aluminum Wall Panel) is planned as infill around the new windows. The entrance to the building will be updated to increase the height of the parapet wall over the centrally located entry. The upper façade area above the entry will feature a “vintage wood” siding material.

Staff notes the following: the existing building has been significantly modified since its original design. The upper parapet wall/roofline has been modified/reduced, stucco infill has replaced the original storefront window openings, numerous wall and projecting signs have been added. This is the first time in over 30 years that the city has had the opportunity to perform a design review on this property (there hasn’t been a change in ownership or any significant changes to warrant). Also, most of the alterations occurred before the City had adopted design review (1998). The proposed change in use/new business is the opportunity to try improving the aesthetic of the building along the W. National Ave. corridor.



Original design/build, 1927



Proposed north elevation – spandrel glass on northwest side.

Staff comment - Simplifying the number of new exterior materials is recommended. Furthermore, transparent glazing is recommended. Spandrel glass is not transparent. Spandrel glass is being proposed to maximize merchandise sales within the building. Staff encourages further interior/exterior balance to promote visibility into and from the building (through transparent glazing).

The original building design was brick and glass. The proposal before us for review introduces additional exterior materials (aluminum wall panels, vintage wood siding, two different types of decorative stone, and spandrel glass).



Liquor Outlet interior (Facebook)



Liquor Outlet exterior (Google)

Recommendation: The following matters will be discussed at the meeting. Staff is recommending approval subject to the following conditions:

1. Common Council consideration of the Certified Survey Map to consolidate two properties into one lot of record at 7225 W. National Ave. and 7235 W. National Ave. (Tax Key Nos. 453-0537-000 and 453-0538-000), subject to minor technical corrections.
2. Revised Site, Landscaping, and Architectural plan Design Review for site and building alterations to property located at 7225 W. National Ave. and 7235 W. National Ave. (Tax Key Nos. 453-0537-000 and 453-0538-000), subject to the following conditions:

- (a) Revised Site, Landscaping, and Architectural Plans being submitted to the Department of Development to show the following: (i) transparency into and from storefront (interior and exterior balance). Transparent glazing on the north side of the building, (ii) reduce the number of new building materials being added (the original building was brick and glass – the proposed design introduces additional materials), (iii) setback angled off-street parking on east side of building, (iv) addition of a bicycle rack on site, (v) landscaping being added around the proposed outdoor patio/extension of premise on the east side of the site (vi) a fence being added on the east side of the site to offer additional screening of the parking lot from the view of the adjacent residential use. Contact Steven Schaer, Manager of Planning and Zoning at 414-302-8466.
- (b) Confirm compliance with zoning ordinance relative to floor area limit of nicotine sales (less than 10%) products.
- (c) Street excavation permit being applied for in OpenGov prior to work beginning. Any concrete work in the right of way needs to be completed by a licensed and pre-qualified contractor within the City of West Allis. Contact Greg Bartelme at (414) 302-8367.
- (d) Documentation and approval showing compliance with the City of West Allis Storm water Management Ordinance, to be submitted to the Code Enforcement Department by a registered Civil Engineer. A storm water permit must be obtained from the City. Contact Mike Romans, Plumbing Inspector at 414-302-8413.
- (e) Exterior signage and lighting plan being prepared for design and permit review.

(Remaining conditions of approval to be satisfied by the property owner within one year of Plan Commission approval)

- (f) Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.



7235 W National Ave., West Allis, WI

2023 BUSINESS PLAN

INTRODUCTION

Navpreet Singh Manhani seeks to invest in the stability of the surrounding community by purchasing property at 7235 W National Avenue located in the City of West Allis, Wisconsin. Through his company, Mr. Manhani will renovate and restore the currently dilapidated building into a fine wine, spirits, and cigar store with an emphasis on rare spirits, craft beer, imported beers and fine wines under the business name The Rare: Fine Wines, Spirits, & Cigars. This location will be an expansion on his existing liquor retail store in Milwaukee, Liquor Outlet, located at 5417 N Lovers Lane Rd., and an upcoming fine wine, spirits, and cigar retail store in West Allis, Barrel House: Fine Wines, Spirits, & Cigars, located at 1350 S 108th Street. Through these businesses, Mr. Manhani desires to change the stigma surrounding liquor stores, enhancing the customer experience and making the business a destination rather than a convenience. By adding additional locations to his portfolio, he will be able to broaden his target consumer base and aid in building his brand for future developments.

This business model and brand will educate customers about different types of wine and spirits through tastings and events put on by vendors and management. The Rare will embody the successes reached at the owner's Lovers Lane location but also broaden the offerings available to customers, including rare bourbons, fine wine, and cigars, and opening a tasting bar and walk-in cigar humidor. The neighborhood where The Rare will call home is important to us, especially the safety, cleanliness, and support of the community.

This business plan will further describe our proposal for The Rare: Fine Wines, Spirits, & Cigars at 7235 W National Avenue, in West Allis, Wisconsin.

Business Plan

- Owner Experience and Company Overview
- Target Consumer Base and Community Outreach
- Competition Analysis
- Inventory and Sales Strategies
- Marketing and Sales Plan
- Facilities
- Financial Plan

OWNER EXPERIENCE AND COMPANY OVERVIEW

Navpreet Singh Manhani has over 25 years of experience in managing and operating gas stations and liquor stores in southeastern Wisconsin. Throughout his years of experience, he has developed a keen sense of the business development strategies necessary to sustain a successful operation.

- **Navpreet Singh Manhani's Experience:**

- 1997 - 2000 – Assistant manager for a family-owned business operating as Citgo gas station on Sherman Blvd and Capitol Dr. in Milwaukee.
- 2000 - 2006 – Manager for Pantry 41, serving at several locations in Milwaukee: South 1st St. & Mineral St., Humboldt & North Ave., 60th & Burleigh.
- 2006 - 2009 – Owner and operator of Citgo gas station located at 930 Washington Ave, Racine, WI. Purchased business from an absentee owner with abysmal sales records. Mr. Manhani acquired this business with a goal of starting a family run operation with his wife, Irina, as co-owner and operator of all business finances, and provide other employment opportunities to his extended family. Within a year after taking over, the business doubled in sales due to improvements in management and customer service initiated and driven by Mr. Manhani
- 2009 – 2019 – Purchased liquor store located at 3833 N Teutonia Ave, now known as Express Liquor. Prior to purchase, the business shut down and the building was in process of foreclosure. After, the purchased building was demolished and rebuilt to create a modern liquor retail store under Mr. Manhani's direction. In 2019, the property and business were sold so to invest in a new business venture at 5417 N Lovers Lane Rd. in Milwaukee, WI. Under Mr. Manhani's management, Express Liquor became, and remains, a well-known, high-volume liquor store in Milwaukee.
- 2020 – Present – Purchased vacant building at 5417 N Lovers Lane Rd., remodeled, and opened Liquor Outlet, the first of many of this specific concept that Mr. Manhani desires to open. The building underwent extensive remodeling and now successfully operates seven days a week under Mr. Manhani's management. To increase consumer awareness, the business purchased air space to advertise on the radio and increased its social media presence on platforms such as Facebook and Instagram. Liquor Outlet has been a huge success, bringing in \$3m+ in annual sales, with customers coming from all over Milwaukee and surrounding areas including Kenosha, Racine, Waukesha, West Allis, and Brookfield. The overwhelming successes of Liquor Outlet has fostered a target consumer base for expansion.

- **Company Summary:**
 - The Rare will operate a rare and high-end liquor retail store promoting craft beers, imported beers from around the world, fine wines, and a wide variety of upscale spirits. This will be the third family-owned liquor retail store owned and operated by Mr. Manhani in Southeastern Wisconsin, with one previous store being sold in 2019.

- **Mission Statement:**
 - Our goal is to establish a franchise or chain of liquor stores that will make available a wide range of liquor, wine, and beer, including rare and highly allocated products, such as cigars in humidors from top brands, with rare bourbons, whiskey, scotch, exclusive wines, and caviars, at affordable prices, to the residents of West Allis and surrounding cities and counties. Our mission is not to build just another usual corner liquor store with limited product selection. We are aiming to provide a variety of products that are hard to find elsewhere in a welcoming environment for shoppers!

- **Management and Operations:**
 - It is our mission to hire qualified, honest, determined, certified, customer-oriented, and ready-to-work employees. Our staff will include the following positions:
 - Mr. Manhani firmly believes that success starts at the top; by displaying the qualities he seeks in his employees, he believes he can achieve great success. Thus, he and his family are very hands on in operating their businesses. Mr. Manhani will take the lead as the General Sales and Marketing Manager while his wife will undertake the role of accountant and HR manager, together sharing in the following duties:
 - Human Resource development, including hiring, training, and disciplining employees, developing incentives for a strong work environment and driven staff, and providing educational opportunities for staff to learn more about the store inventory and offerings.
 - Creating jobs for residents of the surrounding area.
 - Will hire local residents for part-time and full-time positions, who will be trained and certified according to the current business model.
 - Create an employee stock option plan to permit employees to become shareholders in the business after three years of employment (conditions will apply).
 - Foster relationships with distributors and local wholesalers to increase availability of both international and domestic inventory.
 - Consumer outreach, including developing events for consumers such as tastings, sales, and membership clubs, as well as marketing efforts and increased consumer awareness.
 - Price determinations and negotiations.

- Implementation of staff communication channels to ensure company goals are always met and staff has the resources needed to accomplish said goals.
- Security and safety, including installation and acquisition of proper security protocol not limited to surveillance cameras, protective casing and windows, proper lighting, and lock boxes/safes for valuables and cash.
- Store Manager, whose duties will at a minimum include:
 - Maintaining daily activities in the storefront.
 - Monitoring and reporting staff behavior and quality of services.
 - Ordering and stocking office supplies.
 - Assisting with ordering inventory.
 - Provide guidance and leadership to other staff members.
 - Ensure overall consumer satisfaction and develop strategy and resolution in response to crisis situations.
 - Carry-out staff training and evaluation.
 - Create sales floor displays and measure consumer reaction.
 - Ensure the general well-being and success of the storefront while present.
- Cashiers - 2 full time; 1 part time
 - All cashiers will be trained on inventory and product lines to encourage sales and assist in customer purchase selections and education.
 - All cashiers will be trained in proper ID recognition and age verification processes.
 - All cashiers will also be trained on proper security protocols.
 - All cashiers will be trained on providing full-service help to those with disabilities or physical limitations and the elderly by transporting products to the car and assisting in the store with their shopping and check out needs.
- Bartenders – 1 full time; 1 part time
 - All bartenders will have quality experience and knowledge handling rare bourbons, whiskey, scotch, fine wines, and other beverages with attention to detail, presentation, and pairing options.
 - All bartenders will possess a deep knowledge of the business’s inventory and stay informed about the latest trends in mixology and beverage service and incorporate collaborative efforts with the owner on new techniques and ingredients into the beverages.
 - Actively promote specialty beverages, wine pairings, and promotions to increase sales and enhance guest experience.
 - Monitor guest satisfaction and feedback, making recommendations for menu improvements and offerings.

- All bartenders will be trained in proper ID recognition and age verification processes.
 - Accountant
 - Responsible for preparing financial reports, budgets, and financial statements.
 - Provide General Sales and Marketing Manager (owner) with financial analysis, development budgets, and accounting reports to help analysis feasibility and forecast trends.
 - Administer payroll and accounts receivable and payable.
 - Responsible for internal audits.
 - Stocking and cleaning personnel
 - Ensure proper sanitation and cleanliness of the store at all times.
 - Cleaning both the front of house and back of house.
 - Ensuring proper stocking of inventory and reporting noticed shortages to management.
 - It is estimated that the business will employ 4-7 people at any given time. To ensure the highest quality of service, additional employees will be hired, as necessary. These employees will serve as experts in the inventory of the store and will be trained on the product lines to offer suggestions and descriptions to better help consumers' selection.
- **Legal Structure and Ownership**
 - The business will be owned by Navpreet Singh Manhani as the 100% sole member of Liquor Outlet National Ave., Inc.

TARGET CONSUMER BASE AND COMMUNITY OUTREACH

The proposed location of the business will serve as a much-needed face lift to the liquor retail options in the surrounding area. While various retailers sell liquor, beer, and wine, the quality of the selection is often lacking, and the customer service leaves much to be desired. The Rare will serve as a one-stop liquor shop, and also allow guests to explore their interests in fine wine, exclusive whiskeys and scotches, and rare bourbons with the bar and tasting area, while providing a shopping experience for customers to try new products, learn about the products they are buying, and do so without the distraction of unrelated inventory.

When it comes to selling liquor, wine and beer, there is indeed a wide range of available customers and thus, a wide range of opportunities to satisfy the wants of our customers. The store will be marketed to of-age individuals in the following categories:

- Residents living near the store;

- Tourists, visitors, and passers-by staying in nearby hotels (Hampton Inn & Suites Milwaukee West, Home2 Suites by Hilton Milwaukee West, Best Western Plus Milwaukee West etc.);
- Customers and patrons of nearby retail establishments and restaurants located near South 76th St., West National Ave., and nearby West Bluemound Rd.; and,
- Commuters who pass through the area on their way to and from work.

As our marketing efforts expand and word of our vast selection is spread and tasting events are expanded through the bar and tasting area, we foresee our clientele expanding to bring in customers from outside of the local neighborhood seeking particular liquor, wine, cigars, and beer that is not easily available elsewhere.

Store Hours

Pending approval from the City of West Allis Common Council, the store will carry the following hours:

- 8:00am – 9:00pm Monday – Sunday

COMPETITION ANALYSIS

We are aware that there are several businesses within a 10 – 15-mile radius of the location that offer a basic inventory of similar products, however, through our marketing initiatives and differentiated product lines and offerings, we are passionate about setting our store apart. By delivering more varieties of products than our competitors and providing a comfortable space to taste our selections, we can provide to our customers a different and unique experience, but also maintain a competitive edge by bringing in exclusive inventory products and offering our customers the ability to mix old with new.

Strengths

- **Location**
 - The location has plenty of parking spaces for the customers and is also conveniently located on the border of West Allis and Milwaukee, which will increase the customer flow to our liquor store. It is also easily accessible, with easy on and off ramp access to the highway 41 and 94 East Bound and West Bound, which will increase the customer flow to our liquor store from nearby regions (Waukesha, Greenfield, Hales Corners, and surrounding areas).

- **Quality and Variety of Inventory**
 - We will carry the finest and rarest liquors, aged fine wines, select cigars and humidors, and beers, both domestic and international to provide the greatest variety of options to our customers.

- **Consumer Approach**
 - Our customers are not just a dollar sign walking in and out of the door. To us, they are like family. We want to continue to see our customers come back time and time again, and to do this, we understand the importance of strategic marketing when determining prices and specials. Our strategy includes in-person tastings, educating our customers about our inventory, membership clubs, and promotional events which will show our customers that we are invested in them.

- **Space**
 - Our building will provide the square footage that many other locations do not have. Additional floor space will allow for impressive aisle displays, a bar and tasting area for those who wish to expand their rare and exclusive liquor, fine wine, and beer knowledge, an expansive cigar humidor storage case, and a larger beer cave so that customers can purchase beverages that are ready to drink and already cooled. Moreover, the additional floor space will provide ample room for the wine chiller to give the wine a more exclusive and high-end feel, rather than merely picking a bottle from an overstocked shelf.

Weaknesses

- As discussed, the location's competition is our number one weakness, but even at that, it is a small weakness considering the breadth and quality of our selection as opposed to other competitors. The fact that The Rare will be "new" will also pose a small weakness, but likely only a short term one that we should be able to overcome quickly as we inform our current customer base of our expansion. The strengths identified will override these weaknesses and our financial planning will ensure we have funding to support the initial stages of opening until we are able to solidify our customer base.

INVENTORY AND SALES STRATEGIES

Wine, Beer, and Liquor

- Our inventory will include a general stock of beer, liquor, and wine found in most liquor stores. In addition, and what we hope will set us apart, our store will sell the following items which are rare, if not impossible to locate at a general liquor store:
 - Rare highly allocated cognac, whiskey, tequila and bourbon

- Store picked bourbon barrels
- Rare highly allocated champagne
- Store picked tequila barrels
- Aged fine wine from different origins worldwide, including dessert wines and limited production wines
- Caviar and cheese which can go along with the wine
- Beer from different origins worldwide
- Custom labeled wine bottles for special events
- Domestic Beer
- Locally crafted beer
- Alcohol infused desserts, such as ice cream and chocolates

Our wine, beer and liquor will be procured from local distributors including:

- Badger Liquor Wine and Spirits
- Capitol Husting company Inc.
- Breakthru Beverage
- General Beverage Co.
- Johnson Brothers
- Beer Capital
- Beechwood

Tobacco Products

The store will carry a selection of cigars which will be stored in walk-in humidors.

Non-alcoholic Beverages

We will carry non-alcoholic beverages, including non-alcoholic beers and wine, as well as soda, juice, water and energy drinks; however, we will not market or advertise specifically for these items. Rather, we will offer these items to compliment sales of alcohol as they are used as mixers or alcohol-free alternatives for events, and we will do well to include them on our regular inventory list. We will also carry ice.

Food Products

We are planning to keep very limited selection of food items to keep the purpose of the store simple and the exposure to minors minimal. Food products are likely to draw in minors that are not suitable for a liquor store, thus, we will be keeping a very limited food selection that is compatible with alcohol purchases such as packaged snacks, nuts, jerky, large bags of chips, cheese & caviar. This is the same strategy that we have implemented at the 5417 N Lovers Lane Rd. Liquor Outlet, which has worked extremely well and is praised by our clientele.

MARKETING AND SALES PLAN

- **Marketing Activities:**

- **Social Media:** Marketing and advertising efforts will mirror those currently used at the Liquor Outlet on Lovers Lane Road. We will create a separate social media account for The Rare, while also promoting our new location on the existing accounts. With the goal being to expand our customer base to include those who are outside of the general range of business, the more exposure we can gain on social media, the better.
- **Radio:** We plan to use radio advertisements to advertise the grand opening of the store along with weekly and monthly specials to get local drivers and listeners to come in.
- **Events:** We plan to host promotional events and tastings at the store to educate customers on new products, allow them to explore products they may not otherwise have tried, and to get them to overall spend more time in the store, with the goal of increasing sales. These events will be in partnership with our distributors and wholesalers. In educating our customers about the beer, wine, or spirit they are imbibing, we hope to also promote the responsible handling of alcohol and bolster the community where the Rare will call home. Some examples of the different tastings and food-pairing options we will handle include:
 - Fine wine from different origins with cheeses and caviars, along with exotic fruits and nuts.
 - Imported cigars with bourbon and scotch pairings.
 - Craft beer from local and nationwide breweries.
 - International beer nights promoting imported beer from regions all over the world.
- **Membership Clubs:** We are exploring the option of creating a wine members club and a cigar members club.
- **Grand-opening event:** We will hold a grand opening event the week of opening that will be heavily advertised throughout the City of West Allis to inform people of our new location and that it is open for business. Surrounding local television stations and news outlets will be invited to the grand opening event. The community will be invited to join in the grand opening event, as well as government officials.
- **Community Outreach:** We intend to sponsor and provide products to fundraisers for local community organizations and events to assist in the sustainability of the neighborhood and its community members. We will participate in and supervise community events and local sporting events.

- **Key Participants:** We will ensure strategic relationships with our distributors and wholesalers to ensure we are able to produce top quality products at the best prices for our customers. Our distributors as well as domestic distillers and brewers will also play a key role in our event nights. By creating these strategic partnerships, we can bring a wider range of exploration and learning events to our shoppers.

FACILITIES

The building will be owned by Mr. Manhani and will undergo several remodels before opening. Both the exterior and interior of the building will be rehabilitated, a newly constructed parking area will be created using space from the portion of the demolished building, with new siding, signage and doors affixed to the exterior and a complete gut of the inside interior. Floorplan A identifies the placement of walk-in coolers, counterspace, aisles, wine chiller, cigar humidor display, a bar and tasting area, stockroom, and entrance, as well as a description of the exterior of the property. The store will feature a 32-door cooler system with a walk-in beer cave and 4-door freezer for ice.

Cigar Display

Cigars will be displayed in one of two methods dependent on final architect designs and final safety and risk analysis:

1. Cigars will be displayed for the customers in a cigar humidor showcase and will be accessed by only employees upon request by customer for viewing or purchase.
2. Cigars will be displayed in walk-in humidor room and accessed by the customers directly.

Although the preferred display method for cigars would include a walk-in humidor room that can be easily accessed by the customers, there is a business and public safety concern issue that this could lead to increased theft, loitering, and minor possession of tobacco products. The walk-in humidor will require increased staff and payroll costs to ensure an employee can accompany customer into the humidor to provide assistance while another employee is present to maintain the cash register and front counter area.

Wine Display

The store will also feature a wine cellar and wine chiller. Wine will be purchased from our wholesale vendors and distributors as well as high-end vendors to include wines from around the world including, Spain, Venezuela, France, Italy, New Zealand, as well as providing wines from California, and local wines from Wisconsin wineries.

Bar and Tasting Area

The bar and tasting area will set us apart from businesses similarly situated and provide to fine wine, rare and exclusive liquors, and rare bourbon connoisseurs and enthusiasts alike the ability indulges in the art of refined elegance, where the clink of crystal glasses mingles with the soft hum of conversation. Here, our curated selection of rare and premium spirits and wines awaits the discerning palate and specifications of our clientele. Our intimate tasting area offers a sanctuary for aficionados to explore, learn, and appreciate the artistry behind every bottle. It's not just a bar; it's an invitation to an unparalleled experience, where luxury and exceptional taste converge, creating memories that linger long after the last drop is savored.

Retail Shop

The store will offer to customers and members rare wine and spirit essentials, accessories for wine and beer products sold exclusively at the store, while providing options for other party supplies and essentials that could be commonly found at any party supply store or liquor store.

Security and Safety

Understanding the risk and exposure to increased legal consequences that are associated with operating a liquor store, we plan to take every precaution to ensure our customers are of legal age to purchase alcohol and tobacco products. We will also take every precaution to ensure the safety and wellbeing of our staff in handling situations that may arise due to attempted minor purchases and theft. The store will be monitored 24/7 by interior and exterior security cameras that will also record activity and include face recognition systems. All staff will be trained on proper techniques to check the validity of a state-issued Identification Card or Driver's License (ID) along with requiring all patrons who look under the age of 30 present an ID to purchase. We will install a Point-of-Sale system that will automatically require an ID to be scanned for age verification before any alcohol and tobacco purchase to further prevent sales to minors.

FINANCIAL PLAN/START UP CAPITAL

Because this business will be an extension of an already existing business of similar operations, the financial plan and startup costs have been budgeted using models from the Lovers Lane Road location, while also taking into account the extensive construction and remodeling efforts needed at the location.

Projected Start-Up Costs:

- \$1,500,000 – \$2,000,000 for Inventory
- \$350,000 to purchase buildings at 7225 & 7235 W National Ave. (including agent, legal, and closing fees)

- \$1,300,000 - \$1,500,000, with an extra \$100,000 of working capital going towards the restoration, improvements, materials, and due diligence including buildout expenses for coolers, counters, flooring, roofing, promotional expenses, and initial operational costs (mortgage, utilities, and payroll) to support the business for the first three months of operations

Total: \$4,000,000 - \$4,300,000

Projected Sales Forecast

Based on the sales calculations from Liquor Outlet, located at 5417 N Lovers Lane Rd., the following are the projections for the first three years of operation for The Rare:

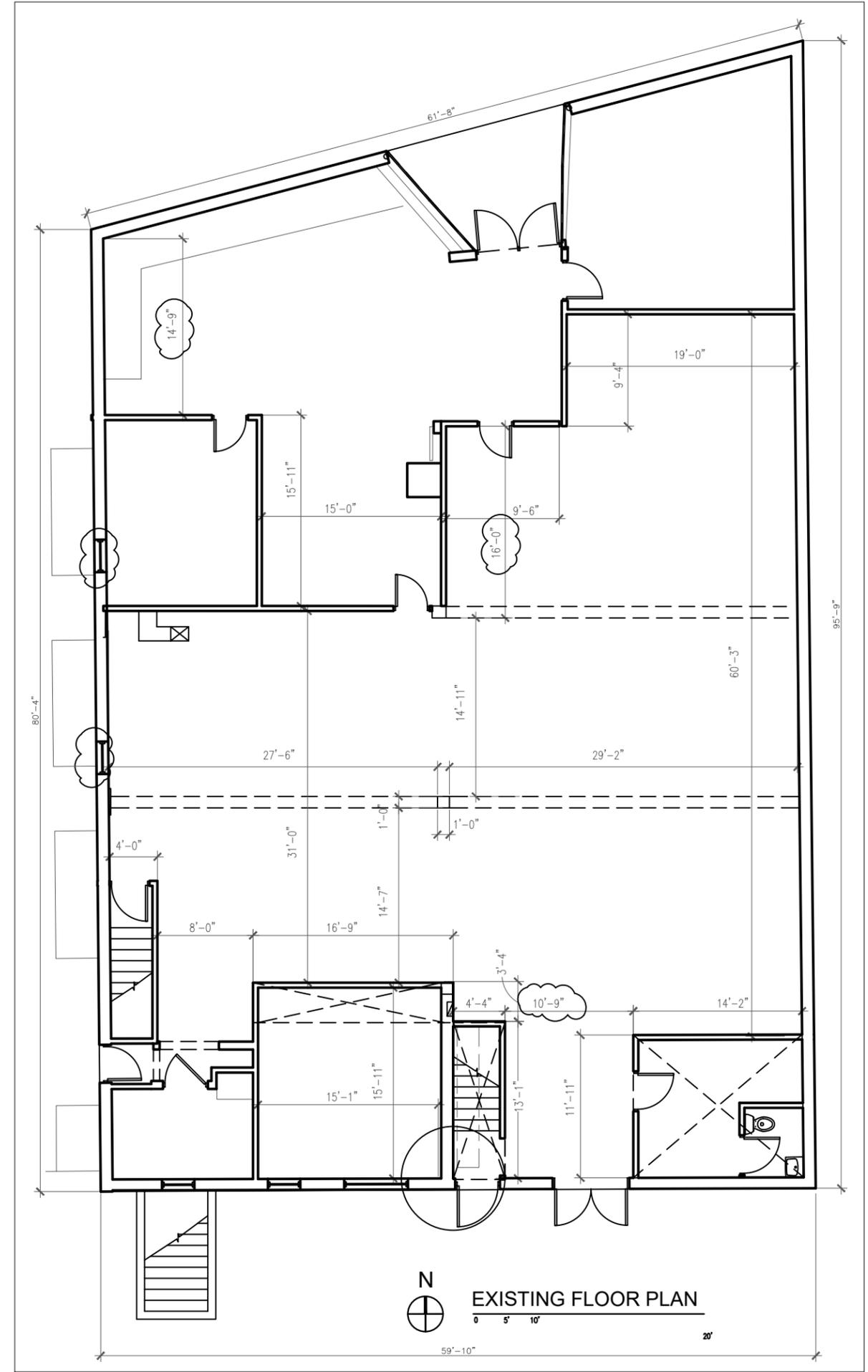
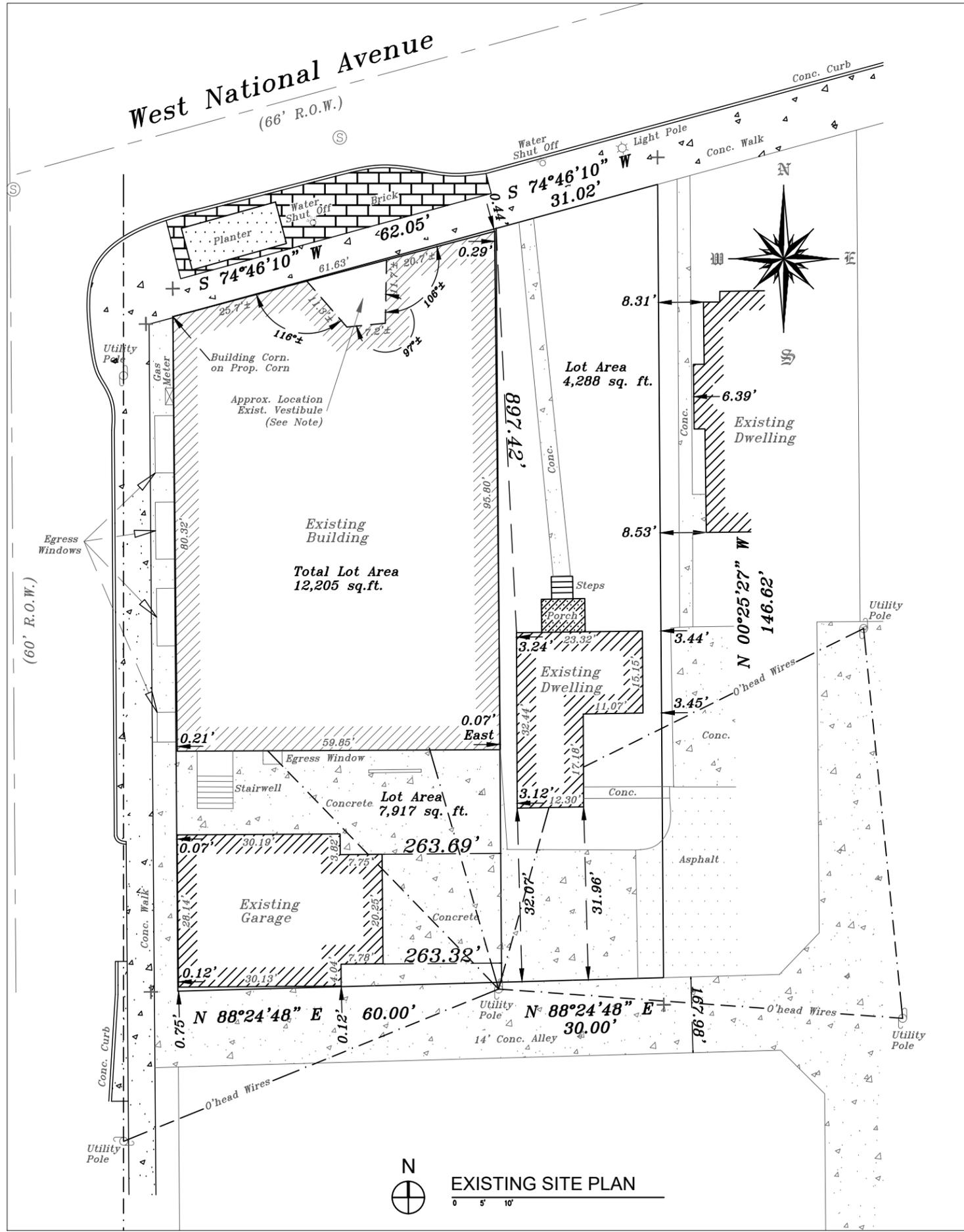
- First Year: \$2,500,000
- Second Year: \$3,000,000 - \$3,500,000
- Third Year: \$4,000,000+

These projections are concurrently based on industry standards in the 53214-zip code and does not account for major economic meltdowns or future government mandated closures. Projections are likely to fluctuate depending on other variable economic conditions.

Funding:

- Personal Savings and Income from existing businesses.
- Company will apply for a small business loan and grants, including façade improvement grants, white box grants, and any other available loan, grant, or financial aid available to the business.

Mr. Manhani will work closely with his accountant to evaluate the financial viability of the company on a quarterly basis, reviewing financial statements to determine if operational or spending modifications are in order to ensure fiscal responsibility and management.



REMARKS	ISSUED FOR REVIEW
REV. DATE	
PROJECT NAME:	Navi Liquor Store 7235 W. National Ave. Milwaukee, WI 53204
DRAWING TITLE:	Floor Plan
RAMOS & ASSOCIATES 6812 Northway Greendale WI 53129 TEL. 414-423-0901 Architects • Designers • Planners to Architecture • Planning • Management	
Date:	10/09/23
Scale:	AS NOTED
Drawn:	RSM
Job:	
Sheet	A1.0

PLAT OF SURVEY

National Avenue Holdings, LLC

LOCATION: 7225 West National Avenue & 7235 West National Avenue, West Allis, Wisconsin

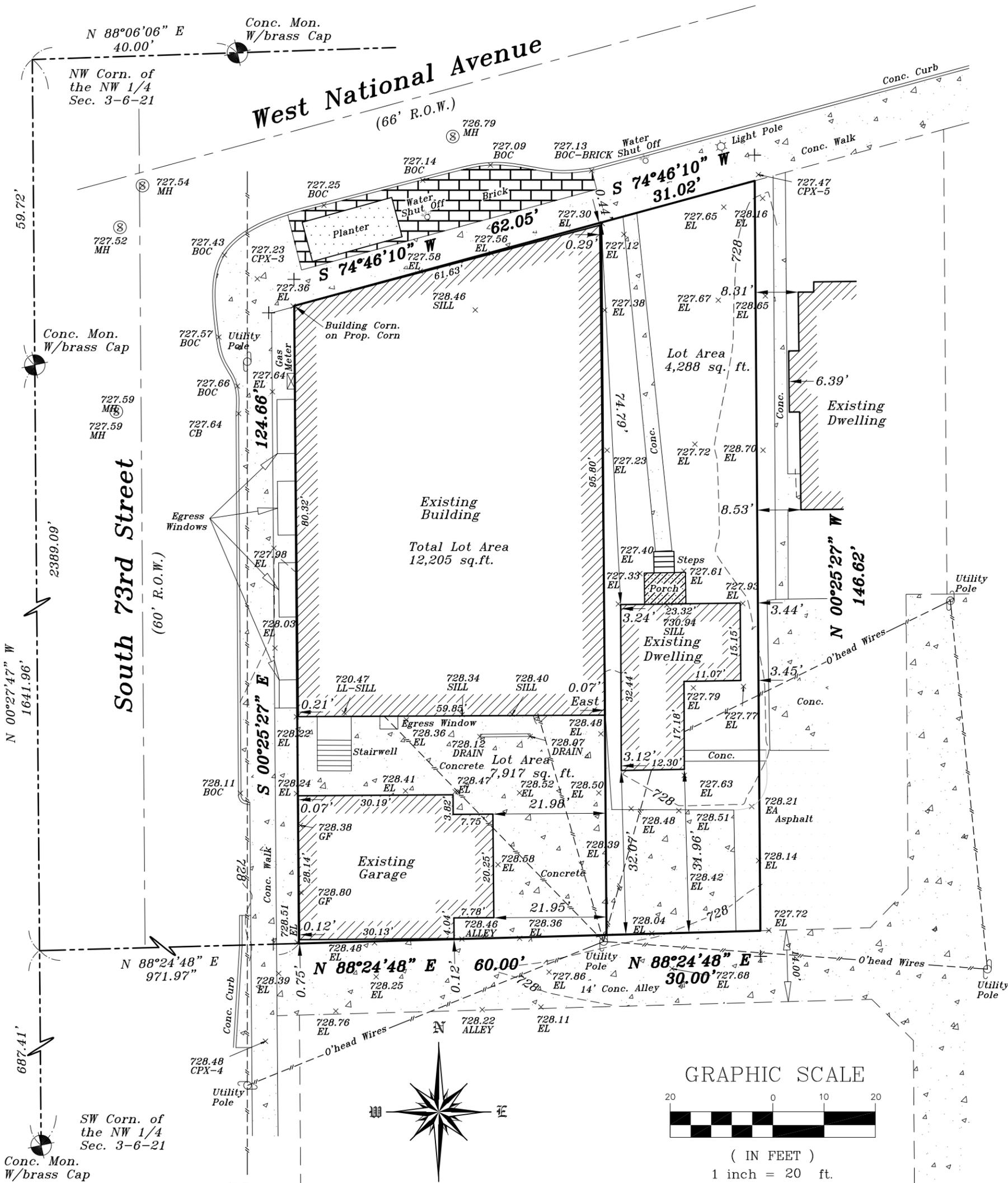
LEGAL DESCRIPTION:

Lot 2 in Block 1 in **MCKOWENS SUBDIVISION NO. 1**, in the Northwest 1/4 of Section 3, Township 6 North, Range 21 East, in the City of West Allis, Milwaukee County, Wisconsin.

Also, Lots 3 & 4 in Block 1 in **MCKOWENS SUBDIVISION NO. 1**, in the Northwest 1/4 of Section 3, Township 6 North, Range 21 East, in the City of West Allis, Milwaukee County, Wisconsin.

March 4, 2024

Survey No. 114853



METROPOLITAN SURVEY SERVICE, INC.

PROFESSIONAL LAND SURVEYORS

8482 South 76th Street
Franklin, Wisconsin 53132
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survey@metropolitansurvey.com
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- ⊙ — Denotes Iron Pipe Found
- — Denotes Iron Pipe Set
- + — Denotes Cross Set on 5' Offset



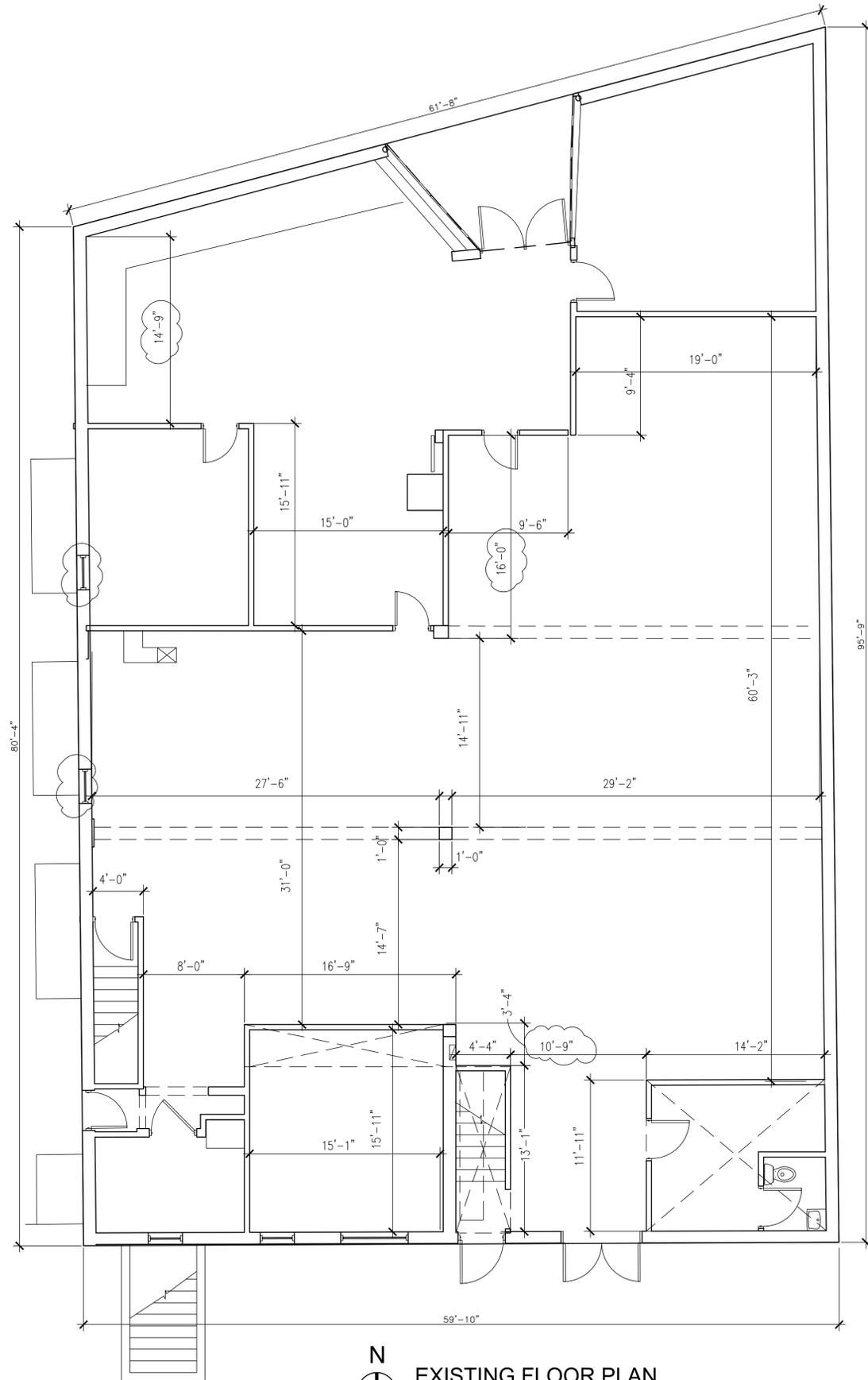
I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THAT THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY. ITS EXTERIOR BOUNDARIES, THE LOCATION OF ALL VISIBLE STRUCTURES AND DIMENSIONS OF ALL PRINCIPAL BUILDINGS THEREON, BOUNDARY FENCES, APPARENT EASEMENTS AND ROADWAYS AND VISIBLE ENCROACHMENT, IF ANY.

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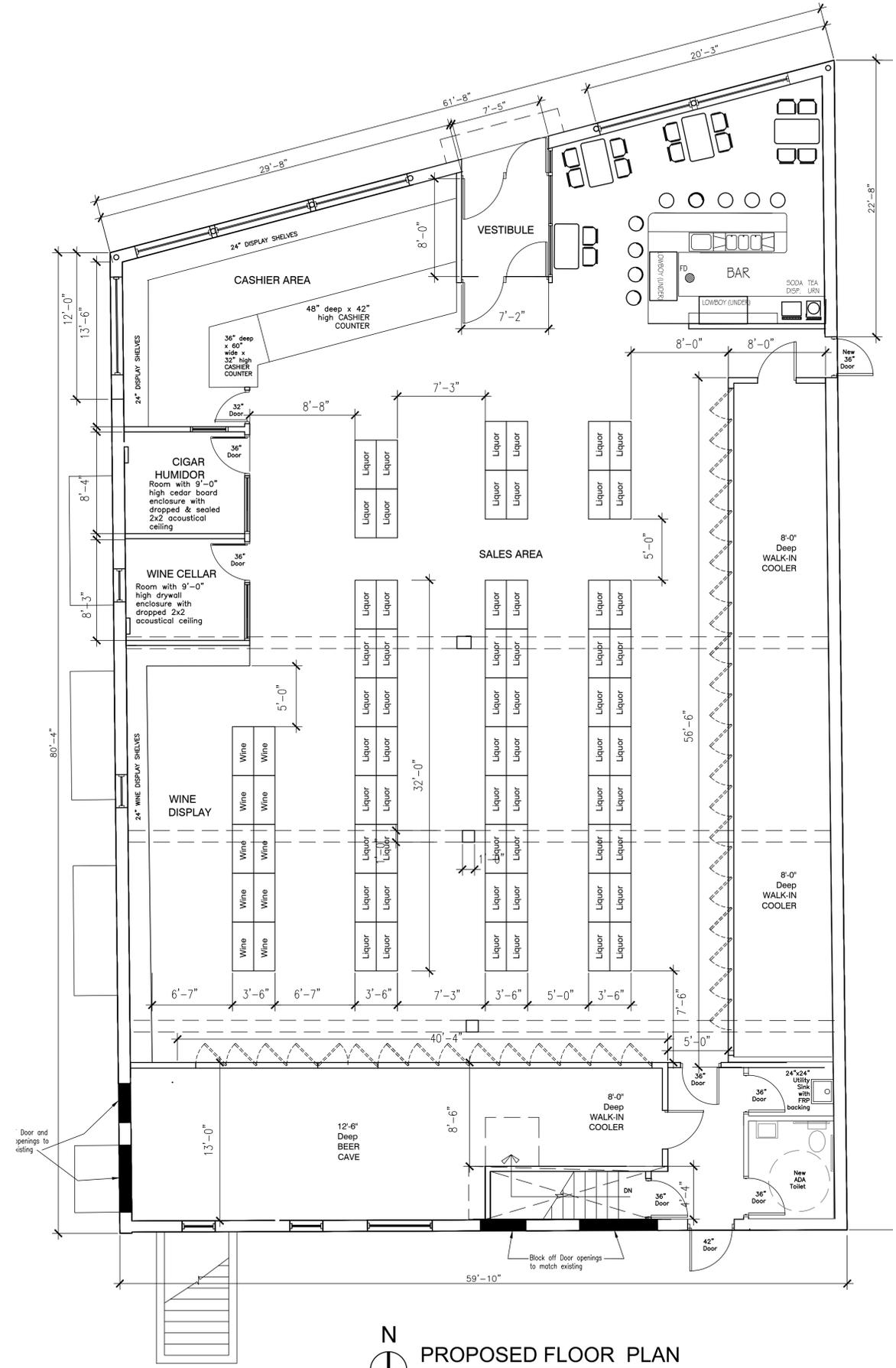
SIGNED

Dennis C. Sauer

Dennis C. Sauer
Professional Land Surveyor S-2421



N
EXISTING FLOOR PLAN

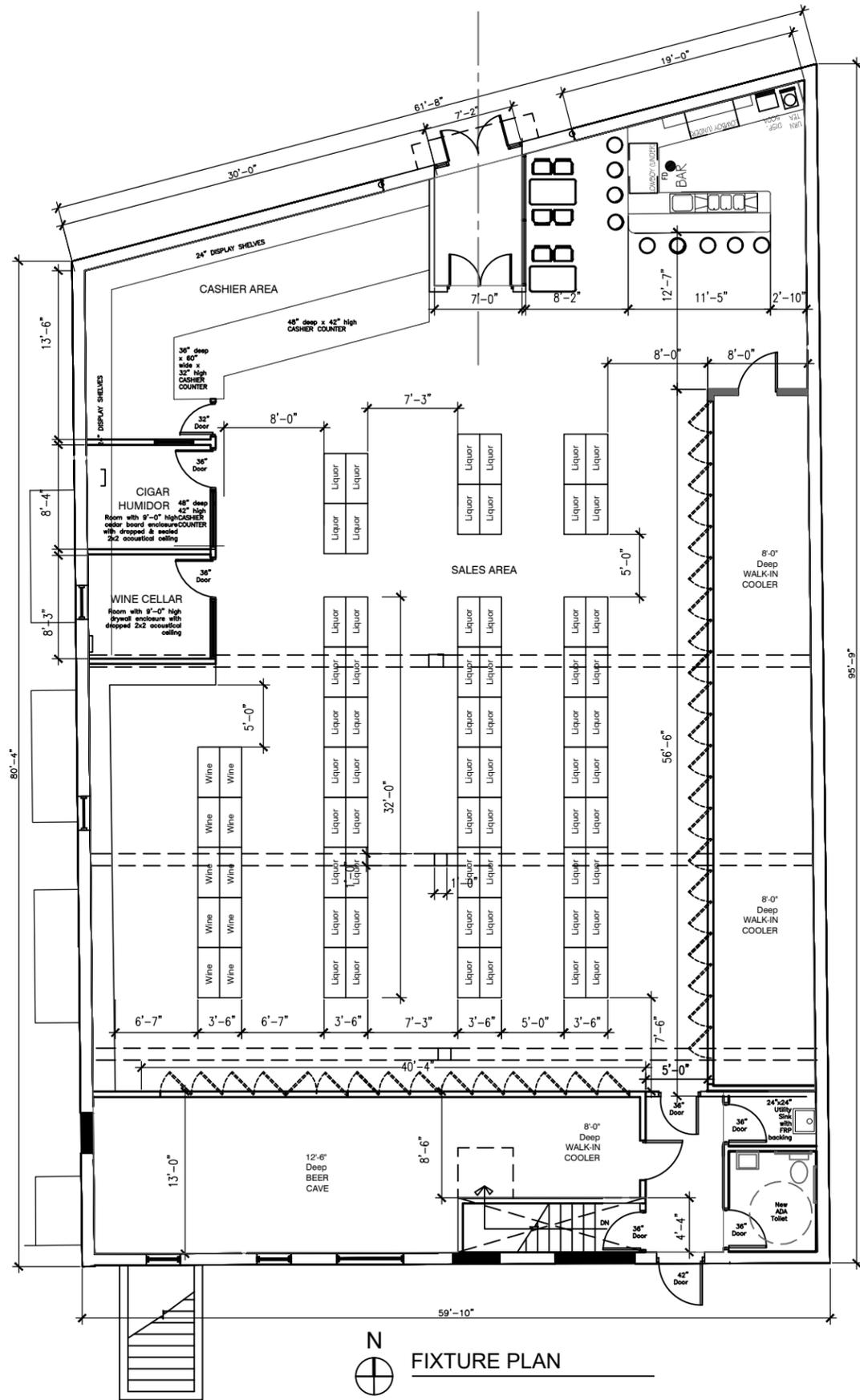


N
PROPOSED FLOOR PLAN

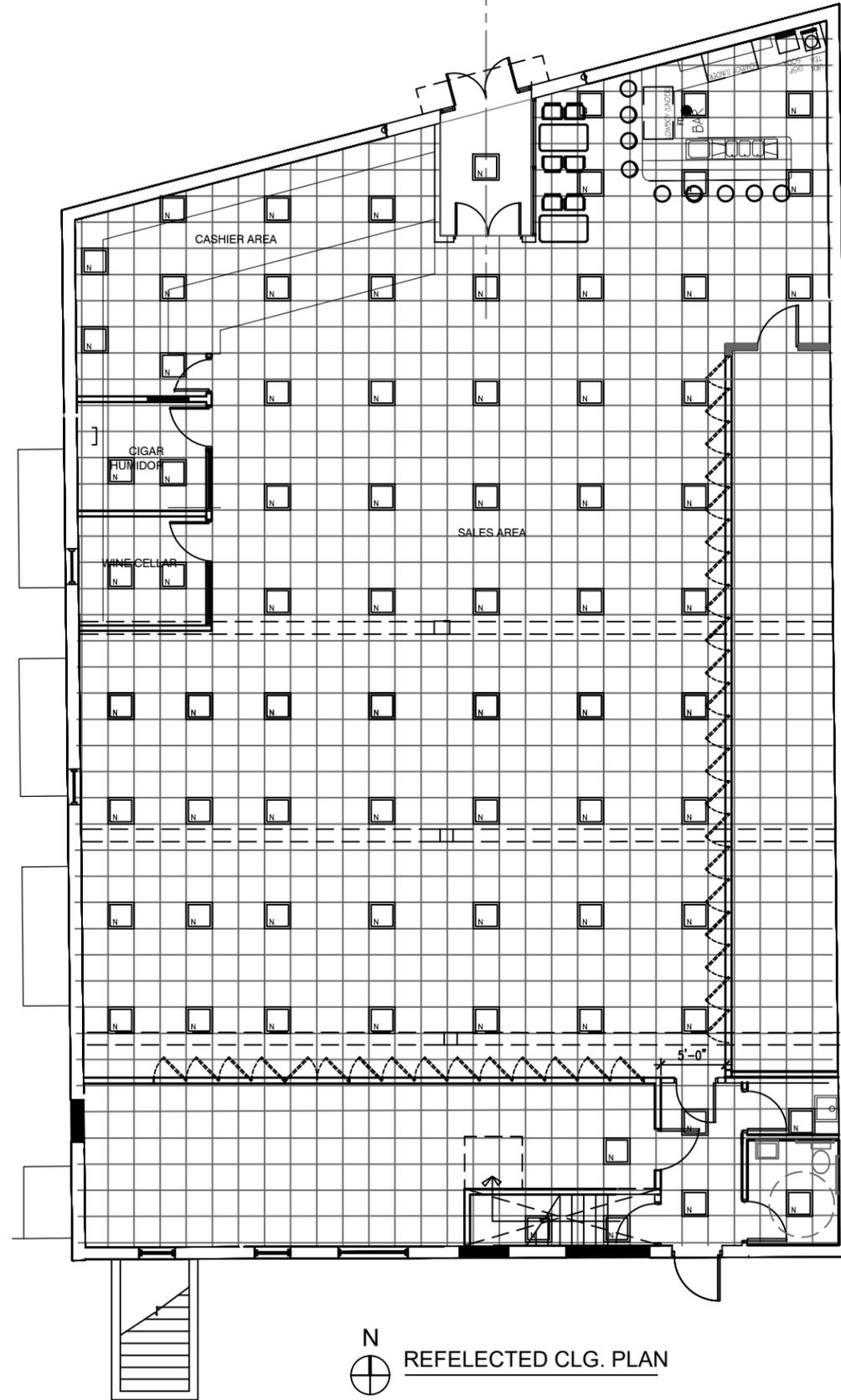
PROJECT NAME:	The National Avenue 7235 W. National Ave. Milwaukee, WI 53204	REMARKS:	ISSUED FOR Plan Commission
DRAWING TITLE:	EXISTING FLOOR PLAN & FIXTURE PLAN	REV. DATE:	04/30/24
DATE:	1/09/24	SCALE:	AS NOTED
DRAWN BY:	RSM	JOB:	
SHEET:	A2.0		

RAMOS & ASSOCIATES
6812 Northway,
Greendale, WI 53129
TEL: 414-423-0801

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N
FIXTURE PLAN



N
REFLECTED CLG. PLAN

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6812 Northway
Greendale WI 53129
TEL. 414-425-0601

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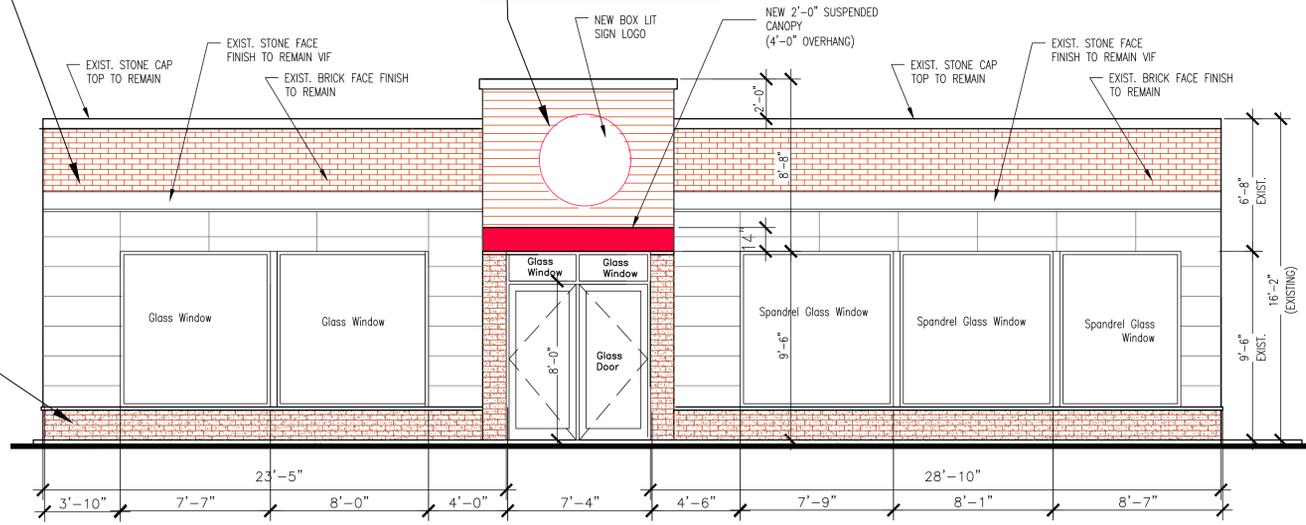
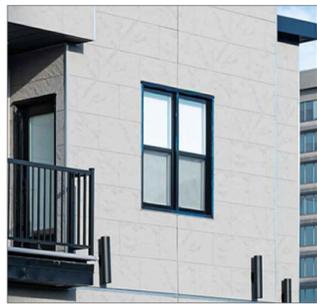
Date: 10/09/23
Scale: AS NOTED
Drawn: RSM
Job:

Sheet
A2.0

DRAWING TITLE:
**FIXTURE PLAN &
REFLECTED CLG. PLAN**

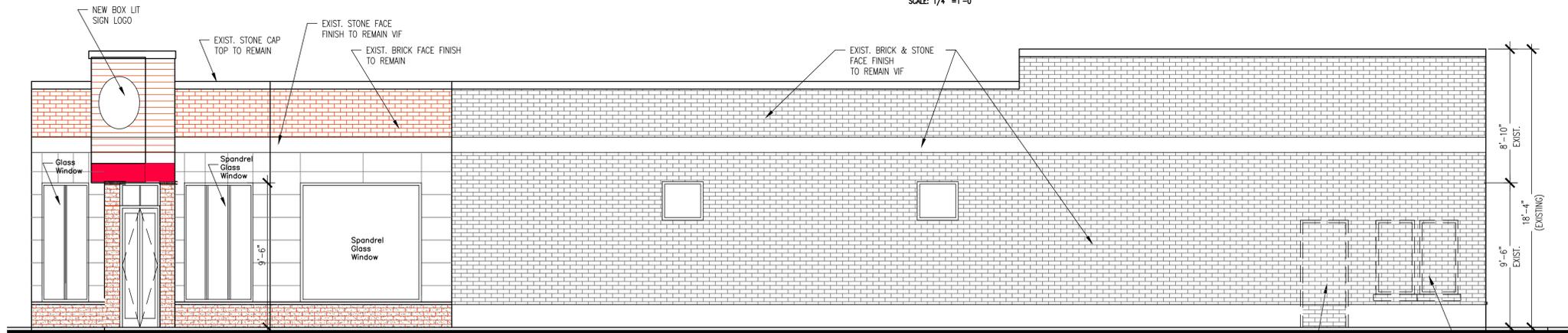
PROJECT NAME:
**The National Avenue
7235 W. National Ave.
Milwaukee, WI 53204**

REV. DATE	REMARKS
04/15/24	ISSUED FOR REVIEW



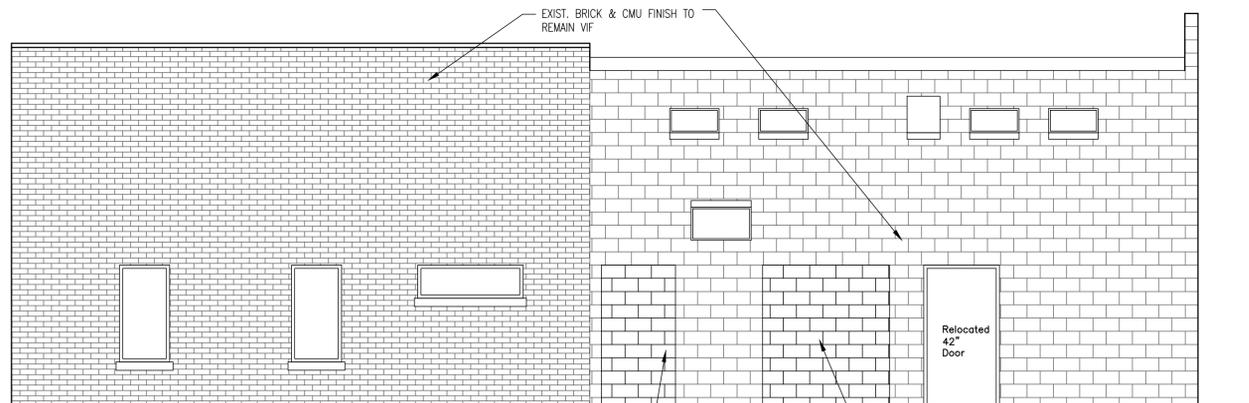
NORTH ELEVATION

SCALE: 1/4" = 1'-0"



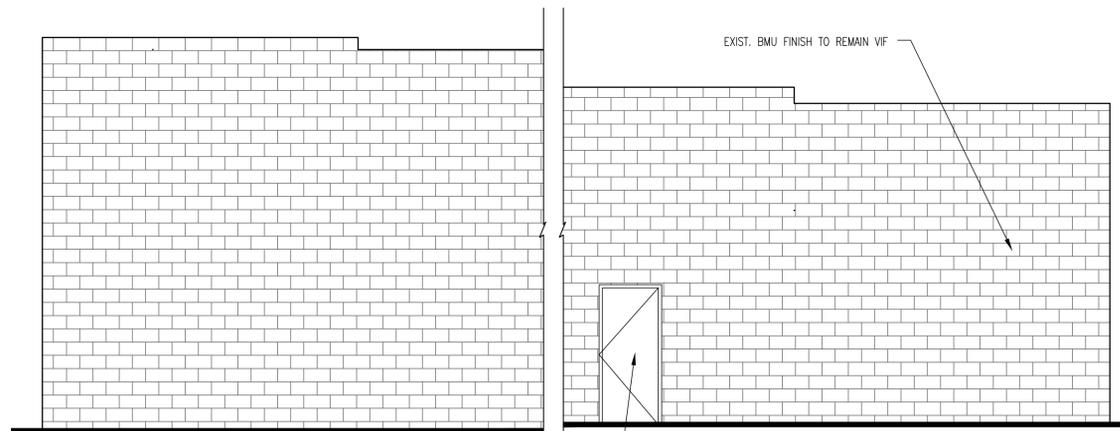
WEST ELEVATION

SCALE: 1/4" = 1'-0"



SOUTH ELEVATION

SCALE: 1/4" = 1'-0"



EAST ELEVATION

SCALE: 1/4" = 1'-0"

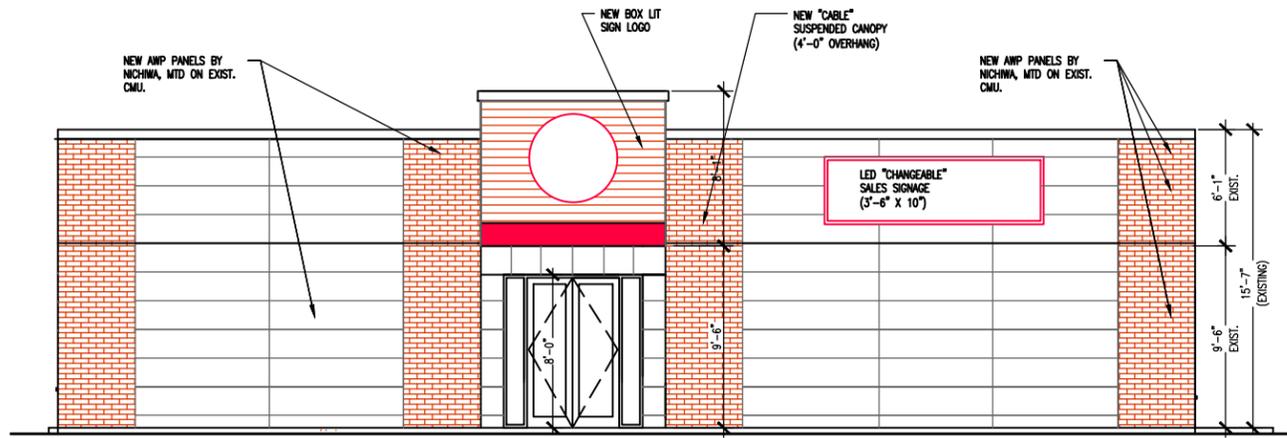
REV.	DATE	REMARKS
04/30/24		ISSUED FOR Plan Commission

PROJECT NAME:
**The National Avenue
7235 W. National Ave.
Milwaukee, WI 53204**

DRAWING TITLE:
PROPOSED ELEVATIONS

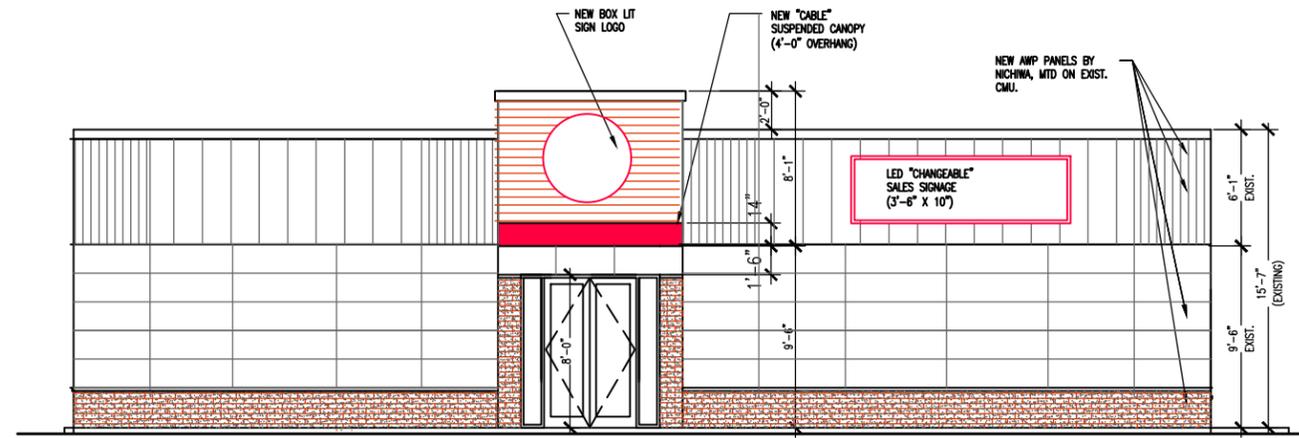
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Greendale, WI 53129
TEL: 414-423-0801
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Date: 02/05/24
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Drawn: RSM
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A3.0



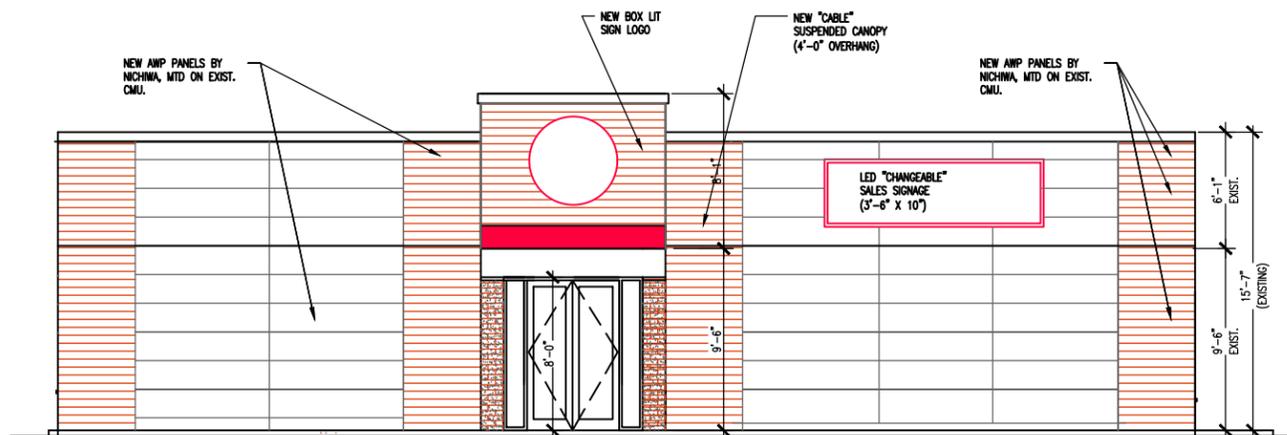
ELEVATION - OPTION A

SCALE: 1/4" = 1'-0"



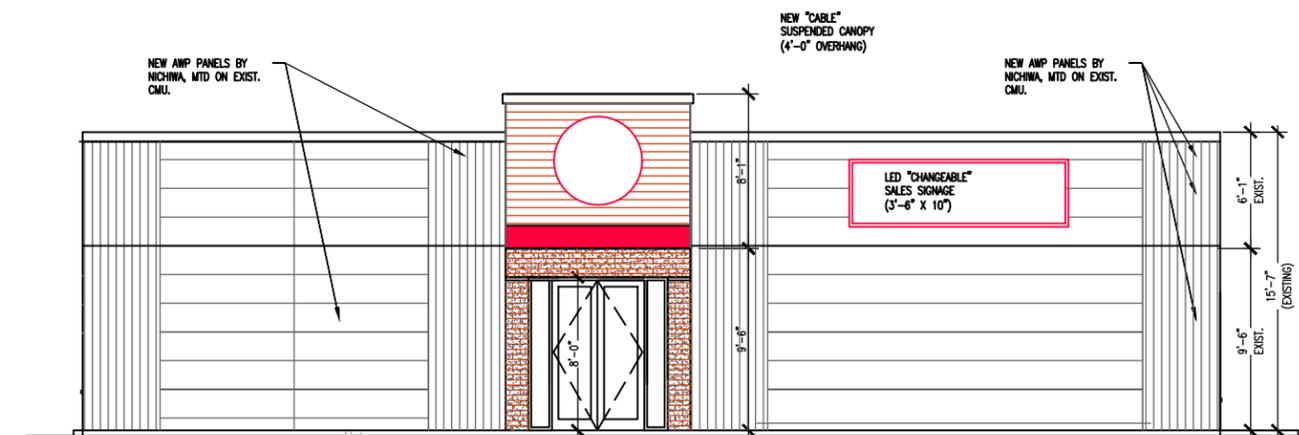
ELEVATION - OPTION B

SCALE: 1/4" = 1'-0"



ELEVATION - OPTION C

SCALE: 1/4" = 1'-0"



ELEVATION - OPTION D

SCALE: 1/4" = 1'-0"

REV. DATE	REMARKS
04/15/24	ISSUED FOR PRELIM REVIEW

PROJECT NAME:
**The National Avenue
 7235 W. National Ave.
 Milwaukee, WI 53204**

DRAWING TITLE:
PROPOSED ELEVATIONS

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 TEL. 414-425-0601

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Date: 02/05/24
Scale: AS NOTED
Drawn: RSM
Job:
Sheet A3.0

PLAT OF SURVEY

National Avenue Holdings, LLC

LOCATION: 7225 West National Avenue & 7235 West National Avenue, West Allis, Wisconsin

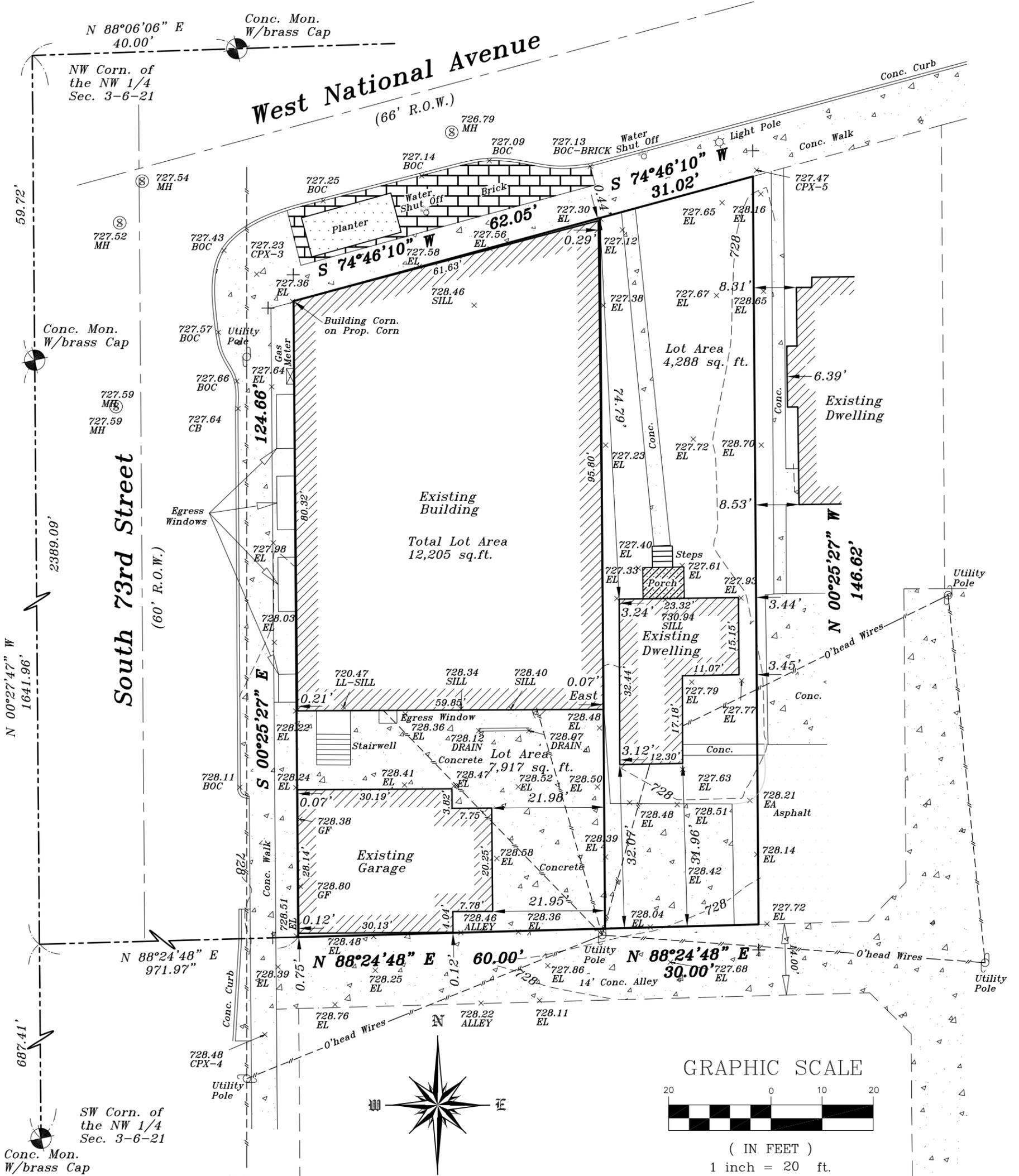
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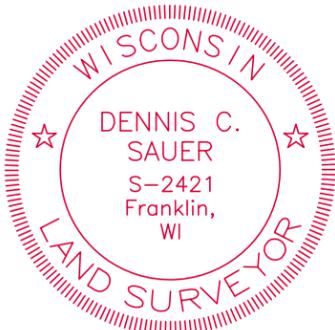
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