



Record No: PNSH-26-3

Pawn Shop, Secondhand Stores, and
Secondhand Jewelry Dealers (Exp
Annually Dec 31)

Status: Active

Submitted On: 5/6/2026

Applicant

Zachary Reno
 503-757-1185
 zaceno@gmail.com
 7415 W Becher St
West Allis, WI 53219

Application Information

Please Note: If you have a security alarm or intend to install one, you need an alarm permit. If you currently do not have one, apply for one here.

<a

href=https://westalliswi.viewpointcloud.com/categories/1087/record-types/6751Click here to apply for alarm permit.

New or Renewal*

New

Are you a charitable organization?*

No

License Type*

Secondhand Article Dealer

Pawnbroker is a person who engages in the business of lending money on the deposit or pledge of any article or jewelry other than choses in action, securities or written evidences or indebtedness; or purchases any article or jewelry with an expressed or implied agreement of understanding to sell it back at a subsequent time at a stipulated price.

Secondhand Article or Junk Dealer is a person, other than an auctioneer, who engages in the business of purchasing or selling secondhand articles as defined above, who is not either a "pawnbroker" or a "secondhand jewelry dealer," as defined above.

Secondhand Jewelry Dealer is a person, other than an auctioneer, who engages in any business of any transaction consisting of purchasing, selling, receiving, or exchanging secondhand jewelry, who is not a pawnbroker within the above definition.

If Mailing Address Is Different

Business Mailing Address* 

7415 w Becher

City* 

West allis

State* 

Wi

Zip Code* 

53219

Applicant / License Agent Information

Applicant's/Agent's Full Name*

Zachary Reno

Date of Birth*

08/24/1977

Mailing Address*

7415 w Becher

City*

West allis

State*

Wi

Zip Code*

53219

County*

Milwaukee

Phone Number* ?

503-757-1185

E-Mail Address* ?

cosmicsoundsmke@gmail.com

Driver's License Number*

Upload Driver's License* ?



IMG_9795.jpeg

Plan of Operation

1. Describe, in detail, the nature of the business, kind of materials to be collected, bought, sold or otherwise handled.*

Record store. Buying and selling used LPs and Movies on dvd and vhs.

Hours of Operation

2. Please check all the days you will be in operation and the hours of operation for that day. If you will be closed on a certain day, type "**CLOSED**".

Sunday Open - Close Times*

11-5

Monday Open - Close Times*

Closed

Tuesday Open - Close Times*

Closed

Wednesday Open - Close Times*

11-6

Thursday Open - Close Times*

11-6

Friday Open - Close Times*

12-7

Saturday Open - Close Times*

11-7

New License Application Information

You will need an occupancy permit and possibly other licenses/permits.

[Click here to apply for the Occupancy Permit.](#)

[Click here to apply for Planning & Zoning Permits.](#)

Will you have a security alarm?*

Yes

Alarm System Registration - Important Information

Who Needs to Register:

All businesses and residences in the City of West Allis must register their alarm systems.

Types of Alarms that Require Registration:

Any alarm that:

1. Sends an alert directly to the West Allis police department (including silent or quiet alarms).
2. Makes a sound when activated.
3. Has a visual signal when activated.

Registration Deadline:

Alarm systems must be registered before installation. If you already have an alarm system, please register it promptly at [Click here to register](#).

Consequences of Non-Registration:

Failure to register may result in fines ranging from \$100 to \$500.

Changes in Occupancy or Alarm System:

Any change in occupant or alarm system requires obtaining a new permit.

For further details and to register your alarm system, visit [click here](#).

Recordkeeping, Holding, and Other Requirements

1. I understand no pawnbroker, secondhand article dealer, or secondhand jewelry dealer may engage in a transaction of purchase, receipt or exchange of any secondhand article or secondhand jewelry from a customer without securing adequate identification from the customer at the time of the transaction.*



2. I understand no pawnbroker, secondhand article dealer, or secondhand jewelry dealer may engage in a transaction of purchase, receipt or exchange of any secondhand article or secondhand jewelry from a customer without securing adequate identification from the customer at the time of the transaction.*



3. I understand for each purchase, receipt, or exchange of any secondhand article or secondhand jewelry from a customer, every pawnbroker, secondhand article dealer, and secondhand jewelry dealer licensed under this section shall keep a permanent record and inventory in such form as the Chief of Police shall prescribe, in which the dealers shall record legibly in English the name, address and date of birth of each customer and driver's license number or number of other adequate identification presented. The dealer shall also record the date, time, and place of the transaction and an accurate and detailed account and description of each article being purchased, including, but not limited to, any trademark, identification number, serial number, model number, brand name, description by weight and design of such article, and other identifying marks, identifying descriptions of the personal nature, and when applicable, whether the article is a male or female item. The book shall be kept in ink, and no entry in such book shall be erased, mutilated, or changed. The pawnbroker, secondhand article dealer, or secondhand jewelry dealer shall retain an original and a duplicate of each record and inventory for not less than one year after the date of transaction.*



5. I understand the dealer or pawnbroker shall also obtain a written declaration of the seller's ownership which shall state whether the article or jewelry is totally owned by the seller, how long the seller has owned the article or jewelry, whether the seller or someone else found the article or jewelry and, if the article or jewelry was found, the details of its finding. The dealer or pawnbroker shall retain an original and duplicate of the declaration for not less than one year after the date of the transaction.*



4. I understand every pawnbroker, secondhand article dealer, and secondhand jewelry dealer shall on a weekly basis prepare a list that contains the name and address of each customer during the week for which the list was prepared, the date, time, and place of each transaction with each of those customers, and a detailed description of the secondhand article or secondhand jewelry, including the serial number and model number, if any. The dealer or pawnbroker shall retain the list for not less than one year after the date on which the list was prepared.*



6. I understand the seller shall sign, in ink, his or her name in such inventory register and on the declaration of ownership.*



7. I understand such inventory registers, declarations of ownership, and weekly lists shall be made available to any police officer for inspection at any time that the dealer's principal place of business is open or within one business day of an officer's request.*



8. I understand Any dealer or pawnbroker shall electronically report each article purchased or received using a computer program approved by the West Allis Police Department. Such report shall occur no more than twenty-four (24) hours after the article is purchased or received and shall contain a complete description as required in Subsection (7)(b) (2) and a clear, unaltered digital photograph of any jewelry or article without a serial or identification number.*



9. I understand any secondhand article or secondhand jewelry purchased or received by a pawnbroker shall be kept on the pawnbroker's premises or other place for safekeeping for not less than 30 days after the date of purchase or receipt, unless the person known by the pawnbroker to be the lawful owner of the secondhand article or secondhand jewelry recovers it. Any secondhand article or jewelry purchased by a secondhand article dealer or secondhand jewelry dealer shall be kept on the dealer's premises or other place for safekeeping for not less than 21 days after the date of purchase or receipt. Any article or jewelry shall be held separate and apart from any other transaction and shall not be changed or altered in any manner. The dealer shall permit the Chief of Police or any other police officer designated by the Chief to inspect the article or jewelry during the holding period within one business day of an officer's request.*



10. I understand any coin or bullion purchased by a pawnbroker, secondhand article dealer, or secondhand jewelry dealer shall be kept on the dealer's premises or other place for safekeeping for not less than 48 hours after the date of purchase or receipt. Any coin or bullion shall be held separate and apart from any other transaction and shall not be changed or altered in any manner. The dealer shall permit the Chief of Police or any other police officer designated by the Chief to inspect the coin or bullion during the holding period.*



11. I understand the Chief of Police, or any police officer designated by the Chief, may, in his or her discretion, cause any object which has been exchanged or purchased by a dealer licensed under this section, which he or she has reason to believe was not sold or exchanged by the lawful owner, to be held for the purposes of identification or investigation for such additional reasonable length of time as the Chief of Police or designee deems necessary.*



12. I understand every pawn broker, secondhand jewelry dealer, or secondhand article dealer in the City of West Allis who obtains by pawn, purchase or exchange any secondhand firearm, whether smooth bore, shotgun, rifle or handgun, shall, within one business day after receiving such firearm, report to the Chief of Police of the City of West Allis the fact that the same has been received, with the name, address, date of birth, and description of the person from whom such firearm was received, together with a description of such firearm.*



13. I understand every pawnbroker, secondhand article dealer, or secondhand jewelry dealer in the City of West Allis who obtains in pawn, purchase or exchange any secondhand article made in whole or in part of platinum, gold, silver, copper, brass, bronze or other precious metal, or precious or semi-precious stones or pearls, shall, within one business day after receiving such article, report to the Chief of Police of the City of West Allis the fact that same has been received, with the name, address, date of birth, and description of the person from whom such jewelry was received, together with the description of such article.*



14. I understand no pawnbroker, secondhand article dealer, or secondhand jewelry dealer may engage in a transaction of purchase, receipt or exchange of any secondhand article or secondhand jewelry from an unemancipated minor unless the minor is accompanied by his or her parent or guardian at the time of the transaction or the minor provides written consent from his or her parent or guardian to engage in the transaction.*



15. I understand no person shall pawn, pledge, sell, consign, leave, or deposit any item with or to a licensed pawnbroker if the item of property is not owned by the person; the item of property is owned by another, regardless of whether the transaction is occurring with the permission of the owner; or another person has a security interest in the item of property.*



16. I understand the licensee and/or the employees and agents of the licensee shall cooperate with police investigations of theft, fraud, burglary, and other violations of City and state laws. *



17. I understand for all transactions where a pawnbroker licensee pays a customer for an item where payment equals or exceeds \$250, the payment shall be paid by check or prepaid debit card from the pawnbroker licensee to the customer. The pawnbroker licensee shall not thereafter cash said check and provide cash to the customer. A transaction may not be broken down in increments of less than \$250 to avoid the requirements of this provision.*



Acceptance & Signature

1. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. *



2. I understand that the fee is due at the time of application. Failure to submit the required fee will result in the application not being processed. You will receive an email with the a link to pay the fee after you submit this 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 person, firm or corporation violating this section shall, upon conviction for a first offense, forfeit not less than fifty dollars (\$50) nor more than one thousand dollars (\$1,000), together with the costs of prosecution and, in default of payment, shall be imprisoned in the House of Correction until such forfeiture and costs are paid, but not more than the number of days set forth in Sec. 800.095(1)(b)1, Wis. Stat. Any person, firm or corporation violating this section shall, upon conviction for the second or subsequent offenses, forfeit not less than five hundred dollars (\$500), nor more than two thousand dollars (\$2,000), together with the costs of prosecution and, in default of payment, shall be imprisoned in the House of Correction until such forfeiture and costs are paid, but not more than the number of days set forth in Sec. 800.095(1)(b)1, Wis. Stat

Digital Signature (Individual, Partner, Manager of Limited Liability Company (LLC), Member, Officer of Corporation)*

 Zachary Reno
May 6, 2026

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

Attachments