

Please answer the following questions. Attach additional pages if necessary.

1. Contact info (name/phone/email): Andy Ruggeri, C-262-309-5082, Restaurant – 414-763-0003, amruggeri@gmail.com
2. Address of business: 1818 N. Hubbard St. Milwaukee, WI 53212
3. Name of business: View MKE
4. Hours and days of business operation: Sunday through Thursday – 4pm to 10pm, Friday & Saturday - 4pm to 11pm, Saturday & Sunday - 10am to 2pm
5. Requested license(s): Class B Tavern, Food Dealer – Restaurant & Public Entertainment Premises
6. Provide the current business plan or explain here. Casual restaurant, featuring cuisine from around the world served to share. We will offer craft cocktails, wines and beers served by a well-trained staff creating a friendly and casual atmosphere. Service inside on 1st floor and lower level. The porch off the 1st floor will be used weather permitting tables and chairs. The Patio off the lower level will feature a pergola over an outdoor bar, firepits (gas, no wood) with couches, classic dining tables and chairs. Low key 1 to 3 piece music presented on patio or inside.
7. Explain your professional background/experience in relation to the proposed business operation. I have operated restaurants for over 30 years all with the highest standards in operation, performance and quality food and service. I have a great passion to have an operation that I can be proud of and that succeeds both financially and critically. I am a hands-on operator and will be present most hours of operation.
8. Explain any aesthetic appearance/physical improvements proposed to the property. Include details on the location and functionality of designated outdoor dining or smoking areas. We are painting, refinishing floors, adding back bar cabinets, new tables and chairs inside. Outside we are reconfiguring the lower level patio (Plans to be shown)
9. What type of security measures will you provide for your business (both interior and exterior). We will have security cameras both inside and outside, we will have a security system.
10. Explain how you will mitigate impacts to existing traffic patterns and street parking. We don't anticipate any variation of traffic from previous operations. We will promote the use of Uber and Lift.
11. How will the business's plan of operation impact residents – both, close proximity to the business and to the neighborhood as a whole? Will plan to operate with the same hours of operations as previous establishment. The difference the neighbors will experience will be strict rules of employees use of premises after hours. Employees will be required to leave the property when their shift ends. We will control the noise and work with close proximity neighbors if concerns arise, I will personally resolve any concern.
12. Explain how the business will provide a valuable/needed service to the residents of Historic Brewers Hill? We will be the neighborhood place to go for a nice dinner or just a quick supper. We will develop a

take-out program designed specifically for the Brewers Hill community. We will become an asset that residents will cherish.

13. Does the business expect and/or desire to draw patrons and employees from Historic Brewers Hill? Yes, absolutely. Of course, we will attract patrons from other neighborhoods. We hope to hire residents as employees if they desire and are qualified.

14. How can HBHA assist in maximizing the benefit & involvement of Brewers Hill in the success of the enterprise, and minimize any drawbacks? Please invite us to participate where you can use our help. We will join HBHA and be active members.

15. Why did you choose this location for your business? This spot is one of the top restaurant locations in the entire city and we are honored to have this opportunity

16. Please circle the individuals/organizations you have met with or plan to meet with.

Alderwoman Milele Coggs – already met with, Halyard Park Neighborhood Association – not yet, MLK BID – not yet, Milwaukee Police Dept – District 5 – already reached out to Officer Daniel, but have not met

VIEW MKE TO OFFER GLOBALLY INFLUENCED CUISINE WITH A LOCAL POINT OF VIEW AT [1818 N. HUBBARD ST.](#)

New owner, manager and chefs from city's finest restaurants to launch dining experience celebrating local sights, friendly gatherings and Milwaukee's diverse heritage

MILWAUKEE – View MKE, a new neighborhood restaurant featuring small plates, shareable platters and a local take on globally-inspired cuisine, today announced it will open later this summer at 1818 N. Hubbard St. in Milwaukee's Historic Brewers Hill neighborhood. Owner Carl Tomich said the restaurant will feature two stories of indoor dining space and a large outdoor patio, making the most of panoramic city views and bringing neighbors together for dinner, craft cocktails and a signature weekend brunch.

"We're creating a welcoming environment that will bring people together to enjoy this great neighborhood and further enhance Milwaukee's vibrant restaurant scene. We've created an extraordinary culinary and management team that brings together an extensive range of expertise and skills," Tomich said. "With their influence and this incredible location, View MKE will be a special place for a local twist on global flavors, extraordinary city views and a friendly, warm setting that fits the neighborhood around it."

The View MKE culinary team includes highly skilled chefs from some of Milwaukee's top restaurants, Tomich said. Executive Chef Zach Panoske most recently was sous chef at Harbor House and previously worked as a private family chef and a culinary teacher in Madison. The restaurant will have two sous chefs – Jerry Feger Jr. and Paris Dreibelbis – working in concert. Feger was most recently chef de cuisine at Swig and has worked at Eataly in Chicago and as an assistant to chef Lidia Bastianich. Dreibelbis comes to View MKE from Ardent. He trained with two Michelin 5-star chefs in Minnesota and in 2017 won the Ment'or Young Chef Competition in Las Vegas. The general manager of View MKE is Andrew Ruggeri, who brings decades of experience having held management positions at Hotel Metro, the Delafield Hotel and Andrew's Restaurant, the Clarke Hotel and Black Trumpet Restaurant in Waukesha, Timmer's Resort in West Bend and others. He is the former owner of Ruggeri's Ristorante in Delafield.

The restaurant will feature seasonal "farm-to-fork" menus with an emphasis on fresh, locally sourced products and ingredients, Ruggeri said. Menu development is in progress, with the culinary team adding a modern, interesting turn to techniques, flavors and spices from Italy, Spain, the Basque Region, the Philippines and other corners of the world. The indoor dining space will feature small plates with a menu that will change with the seasons, and appetizers and shareable platters for groups will be the focus for the separate patio menu.

"Our chefs are working to create a menu as diverse as Milwaukee itself and one we know people will really enjoy," Ruggeri said. "This is a very special location and an unusual opportunity – it's the type of place that can make chefs well-known. It's exciting to see the collaboration between the

three chefs as they bring the menu together, and we can't wait to share it with our friends and neighbors later this summer."

View MKE is currently interviewing for the position of head bartender, and the restaurant will feature a full menu of craft cocktails, fine wines and tap and bottled beers, Tomich said. The seating layout will be designed to maximize city views, and inside décor will include photography and a mural celebrating the city.

"It's important to us to be an integral part of the city and a true destination within the Historic Brewers Hill neighborhood," Tomich said. "We are gathering input from neighbors and community members and incorporating ideas and menu items that really reflect our local community. There has been a great deal of interest and excitement for the project and we look forward to opening."

View MKE will be open for dinner seven days a week and for brunch on Saturday and Sunday. The restaurant has filed permit applications with the City of Milwaukee Licensing Board and is awaiting city approval. The indoor dining area and deck are expected to open in mid-summer, with the patio area opening later in the season.

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