

# Avli Milwaukee Response for Historic Brewers Hill Neighborhood Association

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- Address of Business:** 1818 N. Hubbard St. Milwaukee, WI 53212
- Name of Business:** Avli Inspired Greek
- Hours and Days of Business Operation:** Our requested hours are in line with our anticipated opening hours, and then closing as state statute hours permit. Below are the hours on the application:
  - Sunday: 10AM – 2AM
  - Monday: 11AM – 2AM
  - Tuesday: 11AM – 2AM
  - Wednesday: 11AM – 2AM
  - Thursday: 11AM – 2AM
  - Friday: 11AM – 2:30AM
  - Saturday: 10AM – 2:30AM
- Requested License:** Class B Beer / Class B Liquor / Full Food License
- Provide Current Business Plan:** Contemporary Greek Restaurant – Adding another location to the existing portfolio of restaurants located in the Chicagoland area. See link: [www.avli.us/about](http://www.avli.us/about)
- Explain professional background:** Operating partner Louie Alexakis has been running this group of restaurants and similar brands for over 30 years. Additionally, his partners have also been in their roles for more than 20 years as well.
- Explain improvements to the building:** Avli will be cleaning up the property, updating some outdoor lighting to make it safer for patrons to come in and leave at night. There will be painting and refinishing of many of the exterior finishes of the barn board in the lower patio. Many areas will get new paint inside and out to match the look and feel of a Greek restaurant. Avli will also be adding some fabric to the lower level to break up some of that space and eat up some of the sound that might have been bouncing off the building in the past. Inside there will be some renovation to the layout, new finishes to surfaces to match the concept, and some new equipment installed as well.
- Security:** We've met with the Liaison office at MPD and have taken detailed notes to upgrade the security measures on site. It will include additional outdoor lighting, additional cameras, and security measures to all possible points of entry into the building, as well as added security signage.
- How to mitigate traffic impacts and street parking:** We are working on offsite parking options for the establishment and might offer valet parking services as well.
- How will businesses' plan of operation impact residents – both in proximity and to the neighborhood as a whole:** I guess this might be a good question for the residents that have

been in the neighborhood for a while and remember either Wolf Peach or Roots? I understand those places were popular with the neighborhood. Avli is a great community partner and wants to serve the local and regional community offering a great Greek ethnic food experience that you can't really get anywhere else in this market. Our immediate feedback will be that we'll now have a dark location reanimated, and engaging in keeping our neighborhood safe, while offering a dining experience like no other in the city. We respect our neighbors and understand that this location is set in a residential pocket, but it was designed to offer a great dining experience in that neighborhood by the initial developer, and we believe that we can deliver on that promise as intended when this restaurant was initially developed just over 20 years ago!

12. **Explain how this business will provide a valuable/needed service to the residents of Historic Brewers Hill:** We see neighborhoods as a collection of businesses and amenities to those that live in the trade area. Avli has a very cohesive relationship with its neighbors in the Lincoln Park neighborhood of Chicago, and we see this location very much the same. We will be bringing an elevated Greek dining experience into the neighborhood, and who wouldn't want to walk down the street to this freshly updated patio in the summer for some Greek inspired bites and a glass of wine or sparkling water? Neighborhoods are a collection of amenities, and we value our neighbors as partners and stewards for our success but see this as an opportunity to bring something special to an underserved neighborhood.
13. **Does this business anticipate drawing clientele from outside the district:** Yes, the Milwaukee area has a significant Greek population that has been underserved for years our opinion, so we anticipate serving those folks that miss cooking from home, as well as those looking for authentic Greek options not seen on a typical menu in the states.
14. **How can HBHA assist in maximizing the benefits of involvement of Brewers Hill in the success of the enterprise and minimize drawbacks:** We at Avli would just like to be informed timely if there are any concerns on your side, and we'll do the same. We think just keeping the lines of communication open are best. Additionally, if there are any events you are considering for the district, please don't hesitate to ask us to be involved. As we said earlier, we want to be a long-term partner here.
15. **Why this location:** Avli in Greek means "courtyard" or "terrace", so with that in mind, we needed to source a location that had a powerful outdoor element. We searched the entire city thoroughly before landing on this spot, and strongly feel like it will be a great long-term home for the concept. Outdoor seating on beautiful evenings overlooking the city of Milwaukee is part of the experience we wanted to deliver, and this location provides us that opportunity.
16. **Groups we have met with to date:** Alderwoman Coggs, and Milwaukee Police Dept. District 5.