



# HISTORIC BREWERS HILL

## NEIGHBORHOOD ASSOCIATION

Dear License Applicant,

Thank you for contacting the Historic Brewers Hill Association Board of Directors. We appreciate your interest in our neighborhood. Milwaukee's Historic Brewers Hill is a socially, economically, and culturally diverse neighborhood just north of downtown Milwaukee. The Brewers Hill neighborhood is bounded by Holton to the east, Pleasant to the South, Dr. Martin Luther King Jr. Drive to the West, and North Avenue to the north. Our neighborhood is one of two residential areas from the City of Milwaukee's original settlement period in the mid-1800s. Today, Brewers Hill is an urban, residential neighborhood comprising over 900 household units.

The Historic Brewers Hill Association (HBHA) is a voluntary association, a 501c3 not-for-profit established over 30 years ago. We are a member and volunteer-driven organization, composed of anyone who is committed to our goals as stated in our bylaws. To accomplish these lofty goals, HBHA's members devote an incredible amount of time to advancing our goals and cultivating a safe, prosperous, and beautiful neighborhood for all.

Members of the HBHA elect a Board of Directors to guide our organization. The Board of Directors volunteer their time and resources to serve our neighborhood. Our nine-member board includes a President, Vice-President, Secretary, Treasurer, and five at-large directors. We meet regularly throughout the year, in addition to the general member meetings and social events.

If you are seeking support or review of your license(s) from the Board of Directors, please answer the questions on the following pages. These questions are geared towards helping the Board of Directors understand your business, the requested license(s), and how your business and license(s) will impact the residents of Historic Brewers Hill. In addition to answering the questions, please provide your license application and any documents associated with the application that you submitted, or intend to submit, to the City. If you are requesting to meet with the Board of Directors, we typically meet monthly. Being volunteers, we will not be convening a special board meeting to hear your request so please plan accordingly.

To submit the requested material, obtain a schedule of meeting dates, or if you have any questions, please email [president@historicbrewershill.com](mailto:president@historicbrewershill.com).

Respectfully,

Historic Brewers Hill Association  
Board of Directors

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



# HISTORIC BREWERS HILL NEIGHBORHOOD ASSOCIATION

1. Contact Info (name/phone/email):

Holly McCoy holly@literacyservices.org 414-308-1102

2. Business Address:

1737 N. Palmer St.

3. Business Name:

Literacy Services of Wisconsin

4. Business Operating Hours and Days (please note that establishments in Brewers Hill typically do not operate between 12am and 5am):

LSW is typically open for classes Monday through Thursday 8:30 a.m. to 7:30 p.m. Typically only staff on Fridays. LSW closes three weeks throughout the year and has planning weeks with only staff on site three weeks out of the year. Out educational calendar is based on student need.

5. Requested License(s):

N/A

6. Provide the current business plan or explain here.

Literacy Services of Wisconsin partners with motivated adults to provide access to quality education and skills training so they can improve their lives, enrich their families, and strengthen our community.

7. Explain your professional background/experience in relation to the proposed business operation.

Resume attached.

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.

9. What type of security measures will you provide for your business (both interior and exterior)?

We are installing a security system as a part of the construction. Cameras will also be located throughout the premises.

10. Explain how you will mitigate impacts to existing traffic patterns and street parking.

LSW intends to rent parking spaces for volunteers and tutors. Additionally, we will be advising students to park on the street.

11. How will the business's plan of operation impact residents - both in close proximity to the business and to the neighborhood as a whole?

The only concern is parking which we have a plan for. Otherwise, there is no anticipated impact to local businesses as we are an education organization. Our presence only benefits residents.



12. Explain how the business will provide a valuable/needed service to the residents of Historic Brewers Hill.

One of four Milwaukee county residents struggle with low literacy. 103,000 individuals need a high school credential. Access is key and this space will provide that.

13. Does the business expect and/or desire to draw patrons and employees from Historic Brewers Hill? If not, then where from?

Students attend LSW from all over the city. Volunteers live in different neighborhoods throughout the city.

14. How can the HBHA assist in maximizing the benefit & involvement of Brewers Hill in the success of the enterprise, and minimize any drawbacks?

We would love to see if anyone in the HBHA is interested in volunteering.

15. Why did you choose this location for your business?

Central location, neighborhood based, configuration of building.

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

- X Alderwoman Milele A. Coggs – District 6
- X Milwaukee Police Department – District 5
- X Historic King Drive Business Improvement District (BID #8)
- X Halyard Park Neighborhood Association
- X Other: