



**CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK**

Tuesday, October 24, 2023

COMMITTEE MEETING NOTICE


AD 12

COTO-VALENTIN, Roberto, Agent
FIESTA CAFE & BAR DOS LLC
1407 S 1ST St
Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, November 07, 2023 at 10:10 AM

The access code is <https://meet.goto.com/552541757>. If you wish to call in: [+1 \(872\) 240-3311](tel:+18722403311) and use Access Code: **552-541-757**
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Instrumental Musicians, Bands, Patrons Dancing and 3 Amusement Machines as agent for "FIESTA CAFE & BAR DOS LLC" for "FIESTA CAFE" at 1407 S 1ST St. 

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with
warrants or unpaid fines:**

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov



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Milwaukee, WI 53215

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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Roman, Carmen

From: License
 Sent: Monday, July 24, 2023 4:07 PM
 To: Roman, Carmen
 Cc: Cooney, Jim; Martin, Faviola
 Subject: FW: Fiests Cafe New License Objection

Please add objection

Marissa Milano
She/her/hers
 License Coordinator
 City Clerk-License Division
 200 E Wells St #105
www.milwaukee.gov/license

REDACTED RECORD



From: [REDACTED]
 Sent: Monday, July 24, 2023 2:56 PM
 To: License <LICENSE@milwaukee.gov>
 Subject: Fiests Cafe New License Objection

Dear Gentleperson:

I am in receipt of your Notice of Public Interest concerning the New License Application Filed by Roberto Coto-Valentin of Fiesta Cafe.

I wish to request a rider be attached to this license regarding noise limitations, as measured and monitored by decibels.

Also, to enforce such limitations, resulting in a consequence of license revocation for noncompliance.

I live in [REDACTED] from Fiesta Cafe.

For the past three years, I have had to call this establishment as well as the police to ask that the volume be turned down on their entertainment system.

There has been sporadic improvement.

However, the outdoor instrumental musicians and bands have played so loudly that the vibrations shake our interior dwellings. Also, the DJ shouts over the PA system. It seems as though someone turns up the volume the later it gets. When there is no band present, the recorded music plays on a continuous loop very loudly. This sound penetrates the walls and windows of our apartments with a continuous, bassist, repetitious thumping. It's like a throbbing headache.

I respectfully implore the Office of the City Clerk-License Division to please set parameters on the level of decibels and the hours reasonable for residents to relax and enjoy much needed sleep.

Lack of sleep and constant loud noise has been proven to cause emotional, psychological, and physical stress on the body which results in a plethora of health problems.

My name
 My Email

Thank you so very much for your sincere consideration and activism to this important matter.

Most Gratefully,

REDACTED RECORD

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/18/23

LICENSE TYPE: Class B Tavern

NEW: ☒

RENEWAL: ☐

No. 354298

Application Date:

License Location: 1407 S. 1st

Business Name: Fiesta Café & Bar Dos

Licensee/Applicant: Coto-Valentin, Roberto
(Last Name, First Name, MI)

Date of Birth: 02/20/74

Home Address: 3026 S. 39th St

City: Milwaukee

State: WI **Zip Code:** 53215

Home Phone:

This report is written by Police Officer Penny Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 06/06/15, Saul Mazaba-Jimenez (33% Shareholder) was charged with OWI in West Allis Municipal Court. On 09/23/15, he was convicted and his license was revoked for 6 months.

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/18/23

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 354298

Application Date:

License Location: 1407 S. 1st

Business Name: Fiesta 1407

Licensee/Applicant: Real Perez, Rosa I
(Last Name, First Name, MI)

Date of Birth: 02/10/69

Home Address: 3621 S. Cherokee Way

City: Milwaukee

State: WI **Zip Code:** 53221

Home Phone:

This report is written by Police Officer Penny Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 07/18/21, officers were dispatched to 1407 S. 1st., for a Fight. Officers were advised a fight broke out in the parking lot, however, staff were able to separate the two groups. There were a few subjects remaining in the lot, who denied being involved in the fight, however, were asked to leave. Employees were cooperative throughout the investigation.
2. On 07/20/21, officers were dispatched to 1407 S. 1st., for a Battery. Officers were advised by the victim that on 07/18/21, a bunch of friends were in the bar watching a game together, when one of the friends became aggressive with the victim. A fight broke out and the victim was struck with a closed fist, a chair, and a beer bottle to the back of the head. Video surveillance was retrieved of the incident and employees stated they did not call the police, due to the fact they knew they were all friends and believed they would work it out themselves.
3. On 08/08/21, officers were dispatched to 1407 S. 1st St., for a Shooting, that was later determined to be a Fight. Squads were advised a male was laying on the ground outside of the restaurant and appeared to be shot, however, on arrival officers could not locate a victim. Multiple subjects advised officers a fight broke out inside the bar, however, employees in the bar were very uncooperative with the investigation refusing to answer officers questions, interrupting and yelling over officers.

=====

4. On 06/10/22 at 7:30p.m., Milwaukee Police conducted a License Premise Check at 1407 S. 1st. This was in regards to an aldermanic complaint of loud music. Officers interviewed the bartender on scene who only possessed a license from an outside jurisdiction. The owner arrived on scene and was advised the agent needed to be on premise if they were to have unlicensed bartenders. The agent then arrived and was advised of the same as well as the loud music complaints. The agent was advised that although they applied for the permit, it had not yet been granted. No other violations were observed.

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PREVIOUS PREMISE

Date:9-28-23
Officer: PO Eliel Contreras

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Fiesta Café Y Bar
Address: 1407 S 1st St
Phone: 414-914-9569

Owner: Roberto COTO-VALENTIN
Owner address: 3026 S 39th St
City State Zip: Milwaukee, WI 53215
Owner Phone: 414-326-8756
Owner email: lilisosa105@gmail.com

Licensee/Agent: same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Phone

Location currently open: ☒ YES ☐ NO

Projected open date:

Day's open: ☐S ☐M ☐T ☐W ☐Th ☐F ☐SA ☒ALL

Hours of Operation: Sun: 8a-12a ☐24 hours ☐Y ☒N
Mon: 8a-10p
Tue: 8a-10p
Wed: 8a-10p
Thu: 8a-12a
Fri: 8a-12a
Sat: 8a-12a

Premise Type: ☒Tavern/Bar
☒Restaurant
☐Other:

Licenses currently held:
Alcohol: ☐Yes ☒No Class: #:

Tobacco: ☐ Yes ☒ No #:
 Food: ☐ Yes ☒ No #:
 Other: ☐ Yes ☒ No Type: #:
 Other: ☐ Yes ☒ No Type: #:

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
 - a. ☐ Park
 - b. ☐ School
 - c. ☐ Youth Center
 - d. ☐ Church
 - e. ☐ Tavern(s) If so, how many
 - f. ☒ Residential
 - g. ☒ Other businesses
 - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☒ Yes ☐ No
8. Is the parking lot clean? ☒ Yes ☐ No
9. Is the parking lot well lit? ☒ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☒ No
 - b. Will this lot have cameras? ☐ Yes ☒ No
11. Are there areas where a person could conceal themselves ☐ Yes ☒ No
12. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☐ Yes ☒ No
15. Are there exterior security cameras ☐ Yes ☒ No How Many:
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

17. Does this location have security cameras? ☒ Yes ☐ No
18. Are they in working order? ☒ Yes ☐ No
19. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. VCR ☐ Yes ☐ No
 - d. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: 4 months
21. Are there exterior cameras ☐ Yes ☒ No How many:
22. Are there interior cameras ☒ Yes ☐ No How many: 4
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
24. Cameras located in parking lot ☐ Yes ☒ No How many

Interior Survey:

25. What is the planned/posted capacity 99
26. What is the minimum number of employees that will be on premise 7
27. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐ Yes ☒ No
28. Is the interior of the location neat and clean? ☒ Yes ☐ No
29. Does an interior camera face the entrance/exit? ☐ Yes ☒ No
30. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
31. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

Security

32. How many security personnel are going to be employed: 1
33. How will they be deployed: Interior 1 Exterior
34. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☒ Thu ☒ Fri ☒ Sat ☒ Sun
35. Will the security be managed by business ☒ or contracted ☐
36. Will they be armed ☒ Yes ☐ No
37. What type of security measures will be used:
☐ Wanding/metal detector
☐ ID Scanner
☐ Dress Code
☐ Cover Charge
☐ Age restriction
☐ Other
38. When at capacity, how will the overflow crowd be managed?
39. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

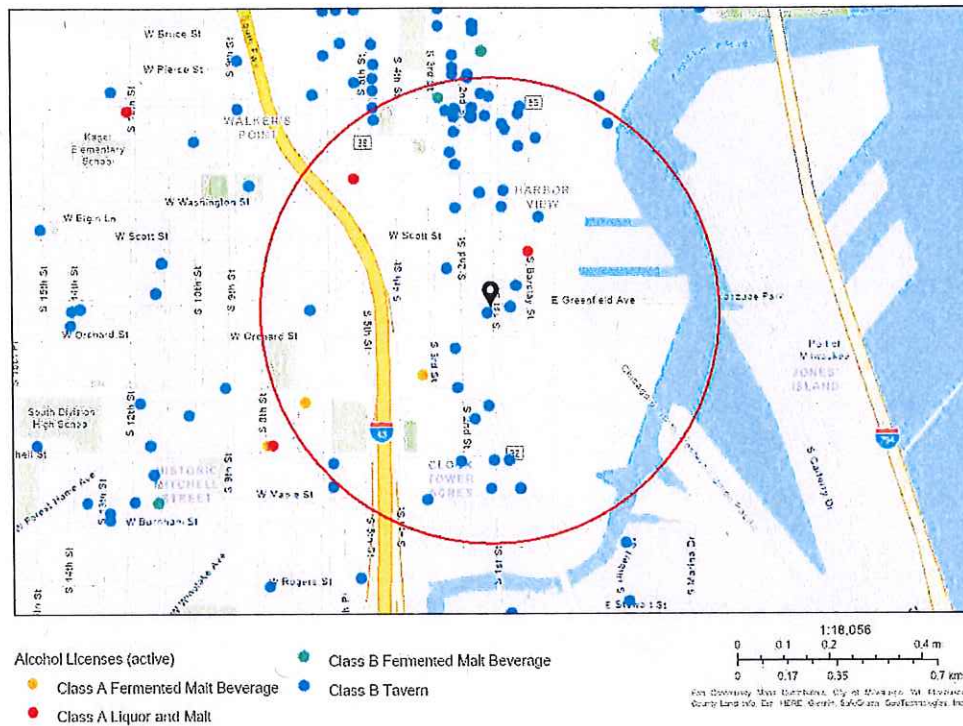


City Concentration Map for 1407 S 1st St

Area of Interest (AOI) Information

Area : 21,862,585.93 ft²

Jul 12 2023 10:32:56 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	49		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	La Mexicana	La Mexicana	Arturo Cuevas-Silvestre, SP	101 E MITCHELL ST	Class B Tavern License	82	7/14/2023, 7:00 PM	1
2	Fiesta 1407 LLC	Fiesta Cafe/Fiesta Cafe Food Truck	Rosa Isela Real Perez, Agt	1407 S 1ST ST	Class B Tavern License	99	7/17/2023, 7:00 PM	1
3	WISCONSIN INVESTMENT GROUP, INC	HARBOR ROOM	Robert K Murphy, Agt	117 E GREENFIELD AV	Class B Tavern License	160	7/23/2023, 7:00 PM	1
4	BOTTLE MILWAUKEE, LLC	THE BOTTLE MILWAUKEE	TONY D WOJTECKI, Agt	1753 S KINNICKINNI C AV	Class B Tavern License	99	7/25/2023, 7:00 PM	1
5	El Taco Riendo LLC	The Laughing Taco	Lucia L Munoz, Agt	1031 S 1ST ST	Class B Tavern License		8/30/2023, 7:00 PM	1
6	ECN3 Inc	Engine Co No 3	AUGUSTO P SANDRONI, JR, Agt	217 W National AV	Class B Tavern License		9/2/2023, 7:00 PM	1
7	A&H Foods LLC	El Paso Foods	Amir Nagati F Mavrakis, Agt	1559 S 3rd ST	Class A Fermented Malt Beverage Retailer's License		9/20/2023, 7:00 PM	1
8	MULTIVERSE, INC	WOODY'S	Alan F Kettering, Agt	1579 S 2ND ST	Class B Tavern License	99	10/12/2023, 7:00 PM	1
9	THE TRIPLE BELT CORPORATION	D.I.X.	ELIZABETH J KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	10/21/2023, 7:00 PM	1
10	Don's Deli LLC	Don's Diner	Aaron R Gersonde, Agt	1100 S 1ST ST	Class B Tavern License		10/24/2023, 7:00 PM	1
11	WANTABLE, INC.	Wantable Cafe	Sarah K Duthie, Agt	123 E WALKER ST	Class B Tavern License		10/24/2023, 7:00 PM	1
12	MO'BAY CAFE LLC	Mobay Cafe	Nadine N Dixon, Agt	1022 S 1ST ST	Class B Tavern License	192	10/30/2023, 7:00 PM	1
13	STENY'S, INC	STENY'S	JEROME L STENSTRUP, Agt	800 S 2ND ST	Class B Tavern License	160	11/11/2023, 6:00 PM	1
14	LA MERENDA, INC	LA MERENDA	AUGUSTO P SANDRONI, JR, Agt	125 E NATIONAL AV	Class B Tavern License	146	11/12/2023, 6:00 PM	1
15	Momo Mee INC	Momo Mee	Tony W Ho, Agt	110 E GREENFIELD AV	Class B Tavern License	150	11/18/2023, 6:00 PM	1
16	Creative Increase LLC	Vieux	Amelia B Loera Solis, Agt	1619 S 1st ST	Class B Tavern License		11/21/2023, 6:00 PM	1
17	MJ DePalma, LLC	The Dark Horse Tavern	MONICA J DE PALMA, Agt	1517 S 2ND ST	Class B Tavern License	80	11/27/2023, 6:00 PM	1
18	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License	373	12/9/2023, 6:00 PM	1

19	Taqueria El Toro LLC	Taqueria El Toro LLC	Toribio Perez Martinez, Agt	551 W Historic Mitchell ST	Class B Tavern License	94	12/11/2023, 6:00 PM	1
20	Restaurant Jerez, LLC	Restaurant Jerez	Platon Pena Delgado, Agt	828 S 1st ST	Class B Tavern License		12/19/2023, 6:00 PM	1
21	TRANSFER, INC	TRANSFER PIZZERIA CAFE	JOHN M ROSSETTO, Agt	101 W MITCHELL ST	Class B Tavern License	99	1/13/2024, 6:00 PM	1
22	RED MAPLE MKE LLC	RED MAPLE MKE	Robin L Koutecky, Agt	100 W MAPLE ST	Class B Tavern License	49	1/15/2024, 6:00 PM	1
23	Dream Lab LLC	Dream Lab	Shawn A Kazubowski, Agt	738 S 3RD ST	Class B Fermented Malt Beverage Retailer's License		1/17/2024, 6:00 PM	1
24	Cheesehead Events, LLC	The Factory on Barclay	MEI LYN NELSON, Agt	1120 S Barclay ST	Class B Tavern License	400	1/22/2024, 6:00 PM	1
25	Love's Lounge, LLC	Love's Lounge	MONTE A LOVE, Agt	201 W Mitchell ST	Class B Tavern License		1/23/2024, 6:00 PM	1
26	FREIGHT38 LLC	FREIGHT 38	ADAM L SMITH, Agt	838 S 1ST ST	Class B Tavern License	80	2/7/2024, 6:00 PM	1
27	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2024, 6:00 PM	1
28	Braise Restaurant, LLC	Braise Restaurant	David K Swanson, Agt	1101 S 2nd ST	Class B Tavern License	202	2/9/2024, 6:00 PM	1
29	ZAD'S, INC	ZAD'S	TERRY M ZADRA, Agt	436-38 S 2ND ST	Class B Tavern License	160	2/12/2024, 6:00 PM	1
30	TwoBirds, LLC	Fernweh/Ivy House	Tyler T Curran, Agt	906 S BARCLAY ST	Class B Tavern License	355	2/12/2024, 6:00 PM	1
31	La Fortaleza Grocery LLC	La Fortaleza Grocery	Franklin R Viera, Agt	1610 S 7TH ST	Class A Fermented Malt Beverage Retailer's License		2/26/2024, 6:00 PM	1
32	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	939 S 2nd ST	Class B Tavern License		2/26/2024, 6:00 PM	1
33	La Dama, LLC	La Dama	Emmanuel Corona Melendez, Agt	839 S 2ND ST	Class B Tavern License		3/8/2024, 6:00 PM	1
34	LE CABARET, INC	Texas J's	JOHN A URBAN, Agt	813 S 1ST ST	Class B Tavern License	360	3/18/2024, 7:00 PM	1
35	Saz's Catering, Inc.	Saz's Hospitality Group	Stephanie L Sazama-Schneck, Agt	201 W Walker ST	Class B Tavern License		4/4/2024, 7:00 PM	1
36	Wunderjak Enterprises, LLC	Fat Daddy's	STEFANI I JAKSIC, Agt	120 W National AV	Class B Tavern License	270	4/9/2024, 7:00 PM	1
37	Liquid Elevation LLC	La Pina	Patrick L Todd, Agt	1801 S 3RD ST	Class B Tavern License		4/30/2024, 7:00 PM	1

38	ALLIE BOY'S BAGELRY & LUNCHEONE TTE, LLC	Allie Boy's Bagelry & Luncheonette	Staci Lopez, Agt	135 E National AV	Class B Tavern License		5/4/2024, 7:00 PM	1
39	FLUID, INC	Fluid	WILLIAM M WARDLOW, Agt	819 S 2ND ST	Class B Tavern License	106	5/11/2024, 7:00 PM	1
40	1033A LLC	1033	Robert M Levin, Agt	1033 S 1ST ST	Class B Tavern License		5/17/2024, 7:00 PM	1
41	LaCage, LLC	LaCage Nite Club	DAVID G WOLZ, Agt	801 S 2ND ST	Class B Tavern License		6/8/2024, 7:00 PM	1
42	Owl Club LLC	Boone & Crockett / The Cooperage	JOHN C REVORD, Agt	818 S Water ST	Class B Tavern License	685	6/15/2024, 8:46 AM	1
43	Campesino, LLC	Carniceria El Campesino	RUPINDER S ARORA, Agt	635 W GREENFIELD AV	Class B Tavern License	49	6/15/2024, 7:00 PM	1
44	Cermak Milwaukee #2, LLC	Cermak Fresh Market	Joseph Marano, Agt	135 E Scott ST	Class A Malt & Class A Liquor License		6/21/2024, 7:00 PM	1
45	LOLA'S, LLC	Walker's Pint	ELIZABETH A BOENNING, Agt	818 S 2ND ST	Class B Tavern License	150	6/27/2024, 7:00 PM	1
46	Revival Four One Four LLC	Revival	Julio C Maldonado, Agt	814 S 2nd ST	Class B Tavern License	99	7/11/2024, 7:00 PM	1
47	WISCONSIN INVESTMENT GROUP, INC	HARBOR ROOM	Robert K Murphy, Agt	117 E GREENFIELD AV	Class B Tavern License	160	7/23/2024, 7:00 PM	1
48	Aramark Corporation	Rockwell Automation/Cafe	Heidi M Petrakis, Agt	1201 S 2nd ST	Class B Tavern License		7/24/2024, 7:00 PM	1
49	BOTTLE MILWAUKEE, LLC	THE BOTTLE MILWAUKEE	TONY D WOJTECKI, Agt	1753 S KINNICKINNI C AV	Class B Tavern License	99	7/25/2024, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Tuesday, October 24, 2023



Notice of Public Hearing

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COTO-VALENTIN, Roberto, Agent
FIESTA CAFE at 1407 S 1ST St

Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting
Instrumental Musicians, Bands, Patrons Dancing and 3 Amusement Machines

Tuesday, November 07, 2023 at 10:10 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/7/2023 at 10:10 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

[illegible]

CURRENT OCCUPANT	1320 S 1ST ST# 321	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 322	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 323	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 324	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 325	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 326	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 327	MILWAUKEE, WI 53204-2477
CURRENT OCCUPANT	1320 S 1ST ST# 404	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 405	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 406	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 407	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 408	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 409	MILWAUKEE, WI 53204-2478
CURRENT OCCUPANT	1320 S 1ST ST# 410	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 411	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 412	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 413	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 414	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 415	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 416	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 417	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 418	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 419	MILWAUKEE, WI 53204-2479
CURRENT OCCUPANT	1320 S 1ST ST# 420	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 421	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 422	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 423	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 424	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 425	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 426	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1320 S 1ST ST# 427	MILWAUKEE, WI 53204-2480
CURRENT OCCUPANT	1429 S 2ND ST	MILWAUKEE, WI 53204-2927
CURRENT OCCUPANT	1431 S 2ND ST	MILWAUKEE, WI 53204-2927

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Total Records: 79

Radius 250.0 feet and Center of the Circle: 1407 S 1st St



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☒ Dining Room
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station
☐ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

FULL SERVICE RESTAURANT w/ LIQUOR LICENSE

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: MANAGER OF EXISTING

2. Business Operations

- a. Proposed Opening Date: 10/1/2013
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☐ No ☒ Yes If yes, list type of license: CLASS B w/ FOOD
- e. Is the current licensee operating? ☐ No ☒ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☒ Licensee ☐ Building Owner ☐ Employees ☐ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police
☐ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: SPEAKERS

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: PATIO, BACKROOM, BAR, FRONT
Outside: 1 Locations: PATIO
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☐ Other: EAGLE

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 20 and describe the parking security plan: EXISTING SPACES
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Is security equipment used? ☐ No ☒ Yes If yes, describe ALERT
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 2 and list locations: BAR
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>50</u> %	Food <u>50</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: _____

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- ☒ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☐ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: _____ Number of Rooms: _____
☐ Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- ☐ Liquor Store ☐ Corner Store ☐ Supermarket ☐ Convenience Store
- ☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Recycling, Salvage or Towing
- ☐ Used Car Dealer ☐ Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- ☒ Occupancy Permit ☐ Cigarette & Tobacco ☐ Gas Station ☐ Extended Hours ☒ Class "B" Tavern ☐ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☒ 1st Floor ☐ 2nd Floor ☒ Basement Storage ☒ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: _____

- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____

c. Nearest Major Cross Street: 1ST STREET & GREENFIELD AVE

- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____

e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____

- f. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: _____

g. Building Owner Name: MILAN DAMJANOVICH Phone Number: (414) 777-1222

Building Owner Address: 7013 W. HOWARD STREET, MILWAUKEE, WI 53220

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes


Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8am	11pm	100	0-90	None
Monday	8am	11pm	50	0-90	None
Tuesday	8am	11pm	50	0-90	None
Wednesday	8am	11pm	50	0-90	None
Thursday	8am	11pm	50	0-90	None
Friday	8am	12am	100	0-90	None
Saturday	8am	12pm	100	0-90	None

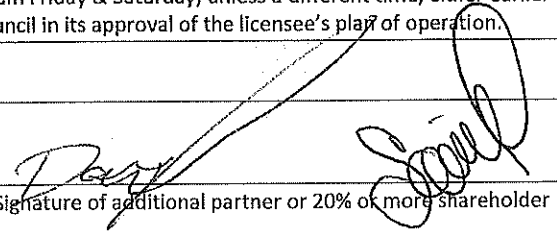
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)


Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(If there are no 20% or more shareholders,
Corporate Officer-print name/title and sign)


Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Legal Entity Name: **FIESTA CAFE & BARS DOS LLC**

Premise Address: **1407 S. 1ST ST., MILWAUKEE, WI 53204**

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☒ Lease

b) Who owns the fixtures (for example, coolers, etc.)? _____

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes if yes, amount paid \$ _____

d) Total amount paid for business \$ _____

e) Total amount paid for goodwill of the business \$ _____

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☒ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins JULY 1, 2023 Ends JUNE 30, 2028

b) Monthly rental \$ 15,000.00

c) Do you have an option to renew the lease? ☐ No ☒ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☒ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? 15 YEARS

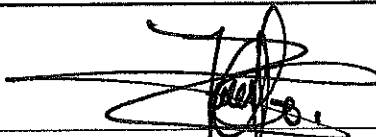
Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☒ No ☐ Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- ☐ Detailed floor plan
☐ If a restaurant, copy of the menu

**FOOD DEALER LICENSE PLAN OF OPERATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST., ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: **FIESTA CAFE & BAR DOS LLC**Premises Address: **1407 S. 1ST ST., MILWAUKEE, WI 53204****SECTION 1 TYPE OF BUSINESS**

What will be the majority of your food sales? (check one)

☒ **Restaurant Items (meals):**

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

☐ **Retail Items (snacks and beverages):**

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? ☐ Yes ☐ No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

☐ **Bed & Breakfast**☐ **Micro Market**

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?☐ **Less than 25%**☐ **25% or More AND:**☐ **Restaurant items (meals) will be sold – Complete this application and also contact DATCP.**☐ **NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.****SECTION 2 FOOD PROCESSING**Will any food processing be done? ☐ No ☒ Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROLWill any food that requires temperature control be sold? ☐ No ☒ Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)If yes, list the types of food items: **MEAT, DAIRY, POULTRY, SEAFOOD**

SECTION 4 DETAILS OF OPERATION

- Will you have seating on site for dining? ☐ No ☒ Yes
- Will you be doing any catering? ☐ No ☐ Yes
- Will you be doing any delivery? ☐ No ☒ Yes
- Will you have outdoor activities? ☐ No ☒ Yes - Check all that apply: ☐ Bar ☐ Cooking/Grilling ☒ Dining
- Will you have a drive thru window? ☒ No ☐ Yes - Are hours different from inside? ☐ No ☐ Yes
If Yes, provide drive thru hours: _____
- Will scales or barcode scanners be used? ☐ No ☒ Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

- ☒ At a single site ☐ At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
- If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

- ☒ No If No, SKIP to Section 7
- ☐ Yes If Yes, check all that apply: ☐ New construction of a building ☐ Renovation or remodeling
☐ Construction changes to existing building ☐ Equipment changes only

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 8
- ☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
☐ Immediately ☒ At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

- RC I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- RC I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
- RC I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
- RC I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
- RC I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: _____

Signature of Additional Partner: _____



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

PREMISES ADDRESS: 1407 S. 1ST. ST.

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|-------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input checked="" type="checkbox"/> Amusement Machines
How many? <u>3</u> |
| <input checked="" type="checkbox"/> Bands | <input type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables
How many? _____ | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: **SPEAKERS**

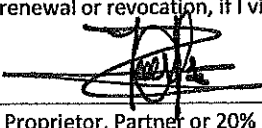
LEGAL CAPACITY OF PREMISES

99 _____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

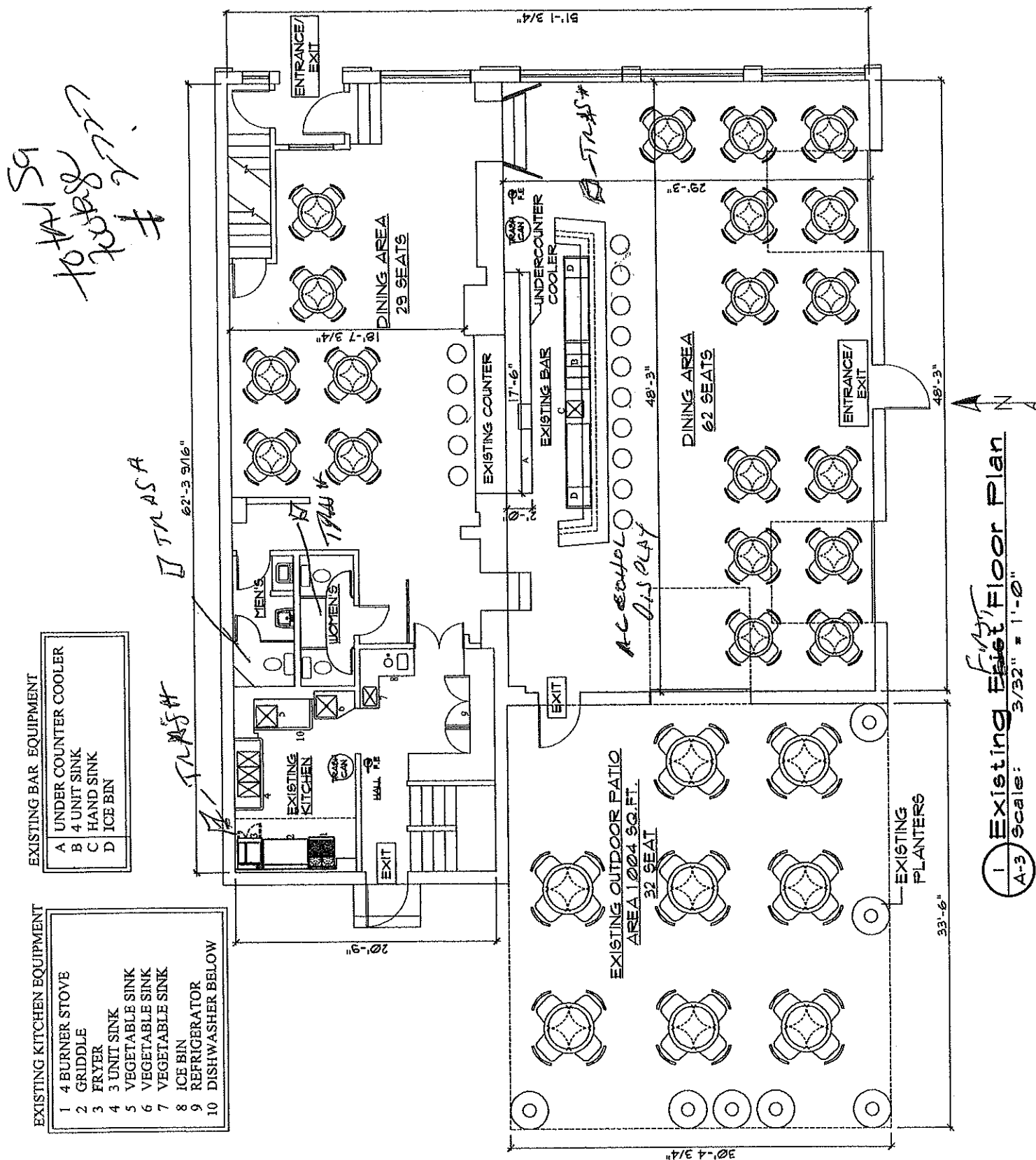
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.


Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

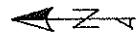
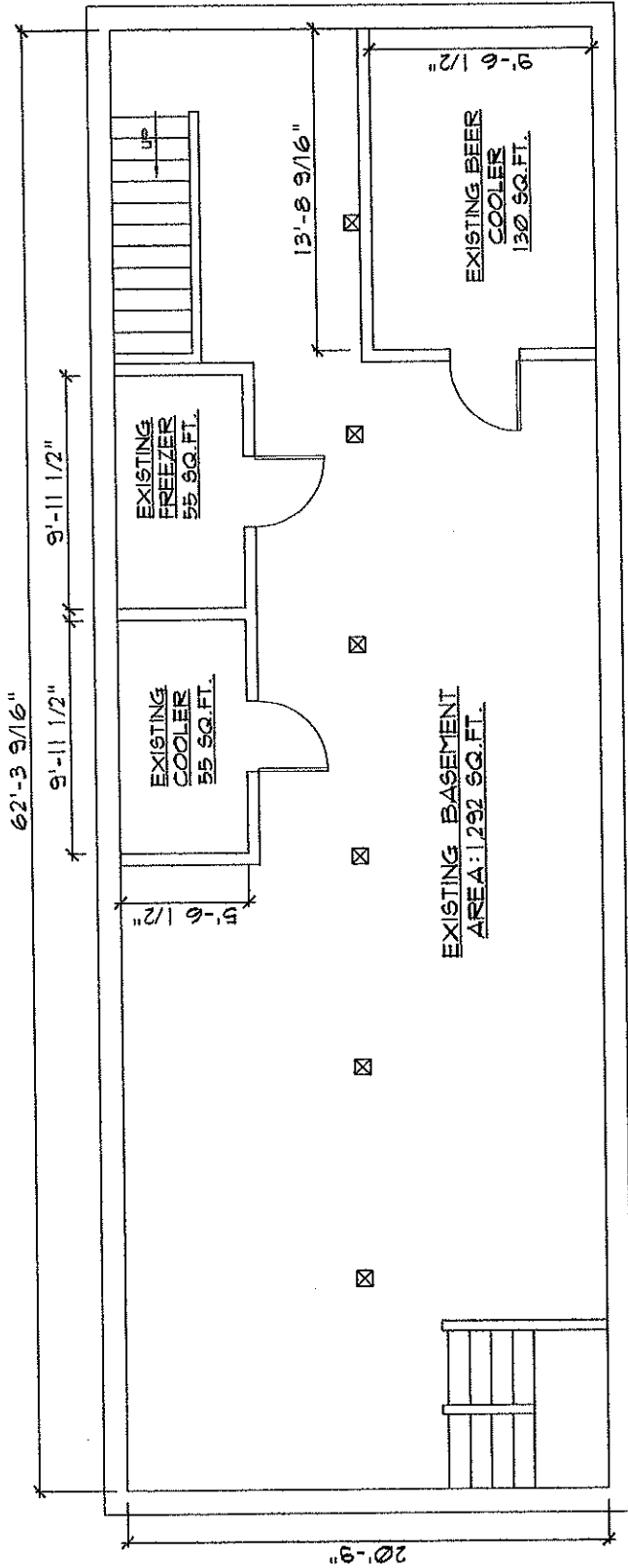
Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)



PROJECT
 Fiesta Cafe & Bar
 Owner: Roberto Coto
 Valentin
 414-326-8756
 At: 1407 S. 1st St
 Milwaukee, WI 53204
 2/14/1A
 PROJECT NO. 2023-41
 F-0217
 CALE
 DATE 08/22/2023



1 Existing Basement Floor Plan
 A-2 Scale: 1/8" = 1'-0"

REVISIONS

CHECKED BY L.B.
 DRAWN BY R.A.
 SCALE as noted
 SHEET NO. A-2



Fiesta Café®

the perfect time, the perfect place... the perfect breakfast!

MENÚ

1407 S 1st St, Milwaukee, WI 53204 • Phone: (414) 914-9569

Omelettes

Made with 3 eggs. Served with baby red potatoes. Your choice of toast, tortillas, pancakes, or fruit.

Chorizo 12
Fiesta mix cheese, onions, tomato, & avocado

Enchilada 12
Chicken, onions, tomato, peppers, green sauce, fiesta mix cheese, avocado & cilantro

Fiesta cafe 12
Bacon, sausage, ham, & Fiesta mix cheese.

Ham and cheese 12
With American cheese

Veggie 12
Spinach, broccoli, tomato, zucchini, onions & Fiesta mix cheese.

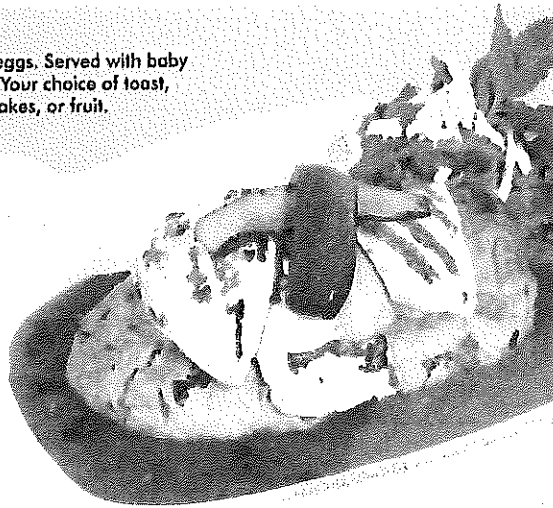
Guiltless 13
Eggs whites, chicken sausage, spinach, tomato, mushrooms, onions & peppers.
Add cheese 1

Mediterranean 12
Spinach, tomato, onion, oregano & Feta cheese

Albañil 14
Tomato, onion, fresco cheese and jalapeño, covered with Mexican sausage over a black beans sauce.

Azteca Steak Omelette 14
Steak, bacon, tomato, onion, green pepper, jalapeño, epazote, fresco cheese and mushrooms.

Del Jardin 14
Fresh epazote, tomato, onion, covered with zucchini slices and grilled Panela cheese, over a green and red sauce, garnished with chilaquiles.



Fiesta Omelette

BUILD YOUR OWN OMELETTE 8

Choose your ingredients.
One dollar per add on

1 Protein:

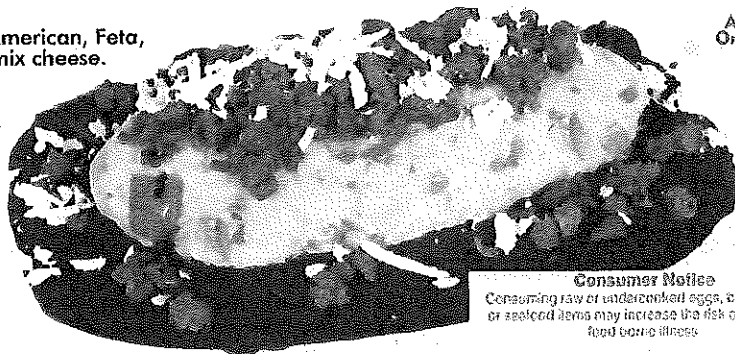
Bacon, chicken sausage, sausage, ham of the bone, chorizo & canadian bacon

1 Cheese:

Cheddar, Swiss, American, Feta, cheese or Fiesta mix cheese.

2 Veg:

Zucchini, spinach, mushrooms, roasted red peppers, green peppers, broccoli, onion, tomato.



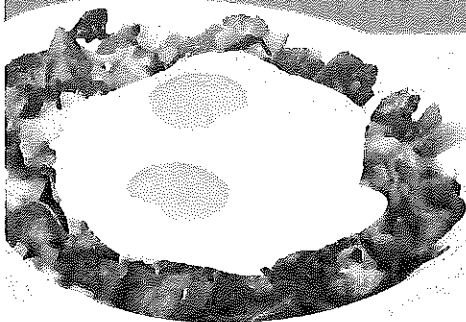
Albañil Omelette

Consumer Notice

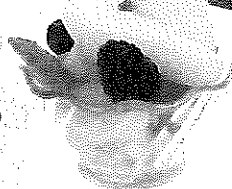
Consuming raw or undercooked eggs, meat, poultry or seafood items may increase the risk of obtaining food borne illness

Skillets

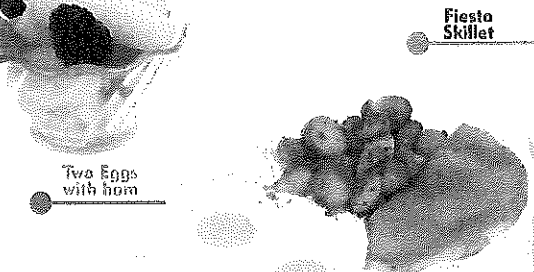
Served with baby red potatoes.
Your choice of toast, tortillas
or pancakes.



Veggie Skillet



Two Eggs with ham



Fiesta Skillet

*Veggie 13

Spinach, broccoli, tomato, zucchini, onions
& Fiesta mix cheese.

*Steak 14

Onion, tomato, Fiesta mix cheese,
peppers & jalapenos.

*Chorizo 12

Onions, tomato, & four Fiesta mix cheese.

*Fiesta cafe 13

Bacon, sausage, ham & Fiesta mix cheese.

BUILD YOUR OWN SKILLET 11 +

Choose one protein, two veg & one cheese.
Any additional protein 2, cheese 1, veg 1

1 Protein:

Bacon, chicken sausage, sausage, ham
of the bone, chorizo & canadian bacon.

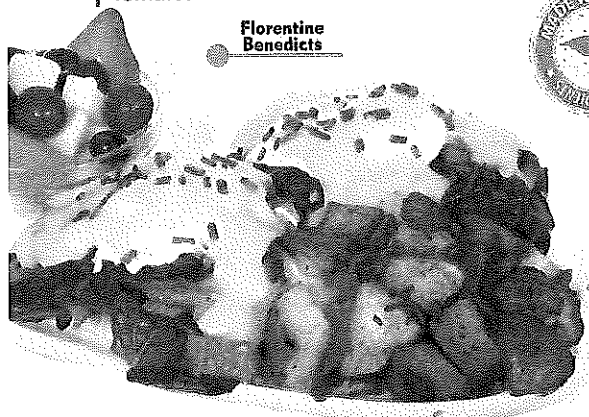
1 Cheese:

Cheddar, Swiss, American, Feta,
cheese or Fiesta mix cheese.

2 Veg:

Zucchini, spinach, mushrooms, roasted red
peppers, green peppers, broccoli, onion,
tomato.

Florentine Benedicts



Two Eggs

Served with baby red potatoes or fruit.
Your choice of toast, tortillas
or pancakes, or fruit side.

2 eggs

Your choice of bacon, sausage, ham,
or corned beef hash. 9

Chicken breast or pork chop. 13

2 eggs 18

With salmon, New York
steak or skirt steak.



Eggs Benedict

Served with, baby red potatoes
or fruit.

Classic 11

Canadian bacon, poached eggs,
topped with hollandaise sauce.

*With avocado 13

Florentine 12

Spinach, mushrooms, onions
& tomato.

*With avocado 14

Alamaria 14

Crab meat & avocado.

Fritatas

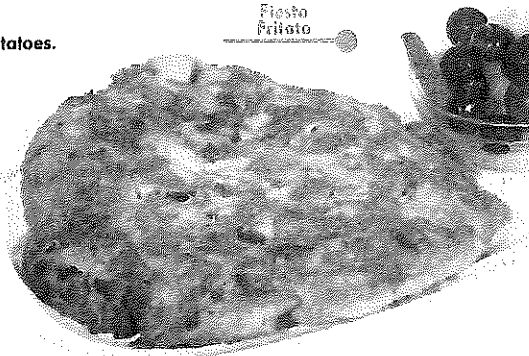
Served with baby red potatoes.
Your choice of toast,
tortillas or pancakes,
or fruit.

Smoked salmon 14

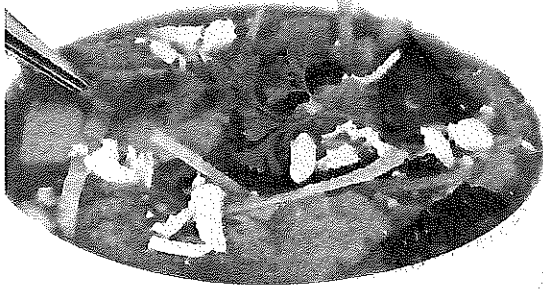
Chive sauce, tomato, red onion, baby
red potatoes, & parmesan cheese

Fiesta Fritata 13

Chicken chorizo, tomato, onions, baby
red potatoes, & jalapenos.



Fiesta
Fritata



Fiesta Azteca

*FIESTA AZTECA SOUP

Bowl 6

A dish full of flavor and Mexican tradition!
Made with our secret recipe, bits of avocado,
dried pasilla pepper, pork rinds, Fiesta mix cheese,
cilantro, sour cream, fried tortilla strips
and fresco cheese.

Soups & Pasta

***ASK FOR THE
SOUP OF THE DAY**
Cup 4 / Bowl 8

*TORTILLA SOUP Bowl 6

Soup made from
blended and seasoned beans,
delicious and thin fried strips
tortilla, avocado, cilantro, sour
cream, covered with white and
fresco cheese.

PASTA ALFREDO 16

Creamy Fettuccine made
with butter, cream and spices.
With a grilled chicken and
a garlic bread.

Alfredo



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items may increase the risk of obtaining food borne illness.

Sides

- * Short stack pancakes 4
- * Bacon, ham or sausage 3.50
- * NY steak or skirt steak 9
- * Chicken breast 5
- * Two fried jalapeños "Toreados" 2
- * Rice or Beans 2
- * Eggs 3
- * Salmon 9
- * Fruit Cup 2
- * Fruit Bowl 5
- * Toast Or English Muffinn 2
- * Fries Or Breakfast Potatoes 3

Pancakes

ORIGINAL 9
GLUTEN FREE 11
NEW YORK CHEESECAKE 11
 Cheesecake bites and glazed strawberries
OREO 11
BACON PANCAKES 11
FRUIT 11
 With fresh seasonal fruits.
MULTIGRAIN 11
 Granola
BANANA WALNUT 11
CHOCOLATE CHIP 11

Waffles

ORIGINAL 9
OREO 9
BACON WAFFLE 11
FRUIT 11
DESSERT 12
 Strawberry, banana, pecans,
 and, ice cream.

Fruit
Waffle

Nutella crepe
Banana

Nutella crepe
Strawberry

French Toast

ORIGINAL 9
CHURRO 12
 With frosted flakes and and drizzled
 with raspberry cream and raspberry
 sauce.
FRUIT 11
 Strawberry, banana or blueberries

Churro
French toast

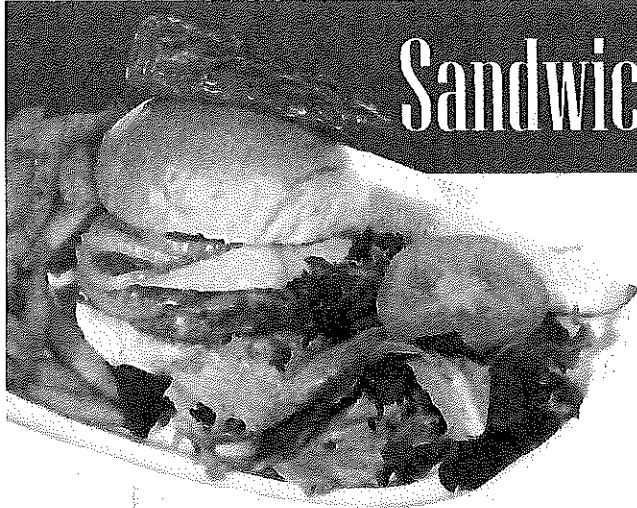
Crepes

Florentine 12
 Spinach, mushrooms, onion, cheese
 & Hollandaise sauce on top.
Nutella 11
 Strawberry or banana.
Chocolate Chip 11
Fruit 11
 Seasonal fruits.
Plain 10

New York
Cheesecake pancakes

Sandwiches

Choice of:
french fries, baby red
potatoes or soup.



FIESTA BURGER 12
Fiesta mix cheese,
Avocado, jalapeño, &
grilled onions.

GRILLED CHICKEN BREAST 12
Grilled organic chicken breast,
Swiss cheese, lettuce, tomato
with garlic aioli on a brioche bun.

HAMBURGER 10
Mix greens, tomato, and pickle.

CHEESEBURGER 11
Mix greens, tomato, pickle,
and American cheese.

CHIPOTLE RANCH BURGER 11
Mix greens, chipotle dressing, tomato,
Fiesta mix cheese and pickle.

VEGGIE SANDWICH 12
Mushrooms, zucchini, spinach,
basil, pesto mayonnaise.
Served in a Multigrain bread

CHIPOTLE CHICKEN WRAP 12
Crispy chicken breast, lettuce, tomato,
Fresco and Fiesta mix cheese,
& chipotle sauce.
Wrapped in a spinach tortilla.

VEGGIE WRAP 11
Mushrooms, zucchini, spinach,
and pesto mayonnaise.
Wrapped in a spinach tortilla.

Molletes

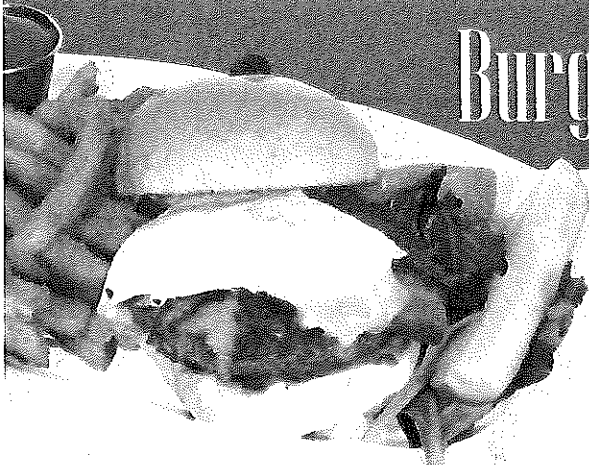
FIESTA MOLLETES 12
Black beans and melted
Swiss mix cheese
with pico de gallo.

Choice of meat:
Chicken, chorizo,
steak, bacon or ham.



Fiesta
Molletes

Burgers & Clubs



BREAKFAST BURGER 12

Fiesta mix cheese, bacon, mix greens, tomato and pickle, plus 1 egg on top.

FIESTA BLT 10

Bacon, lettuce, tomato, Fiesta mix cheese, mayonnaise & avocado.

MONTERREY CLUB 12

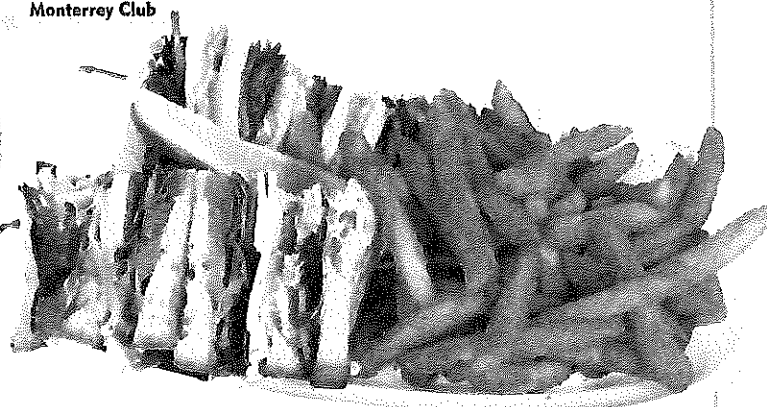
Turkey, bacon, avocado, mixed greens, tomato, Fiesta mix cheese, mayonnaise on white toast bread.

TOSTINA DE AGUACATE 11

Hard-boiled egg slices, lettuce, tomato, Fiesta mix cheese, Basil leaves, & avocado. Served with your choice of bread.



Monterrey Club

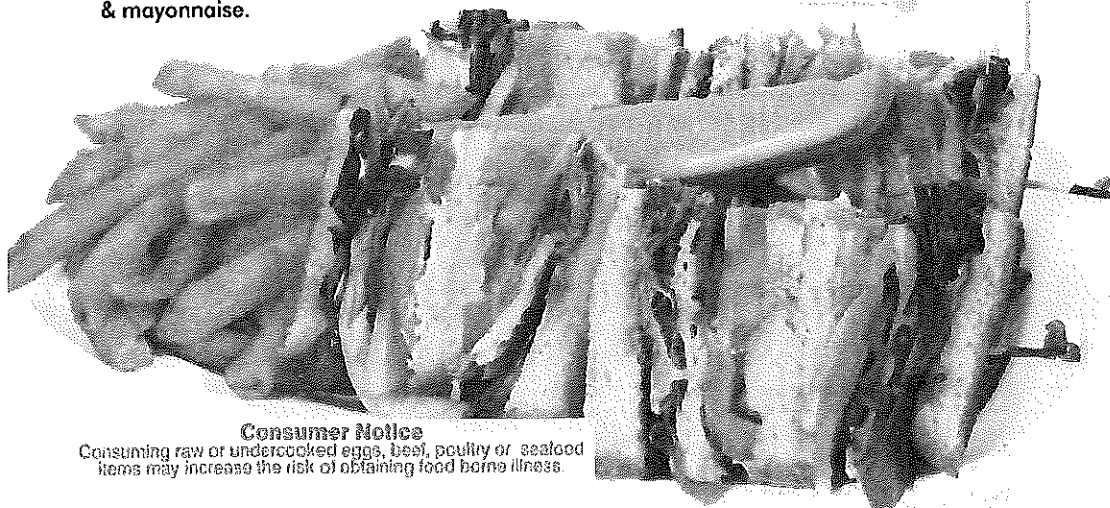


CHICKEN

AVOCADO CLUB 12

Served in a toast whole grain bread, avocado, Swiss cheese, mix greens & mayonnaise.

Chicken Avocado



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Salads

Made with organic
romaine &
mixed greens



Chicken
Avocado



Sweet
Honey Pecan

CHICKEN AVOCADO 12
Chopped romaine, corn,
black beans, feta cheese,
tortilla chips, chipotle dressing.

CAESAR 9
Add chicken 3

TACO SALAD 13
Mix greens, cucumbers,
tomatoes, Fiesta mix cheese,
black olives, sour cream
and your choice of dressing:
Ranch, Chipotle or raspberry.
Over a fried flour tortilla shell.
Your choice of meat:
Chicken breast, ground beef
or steak

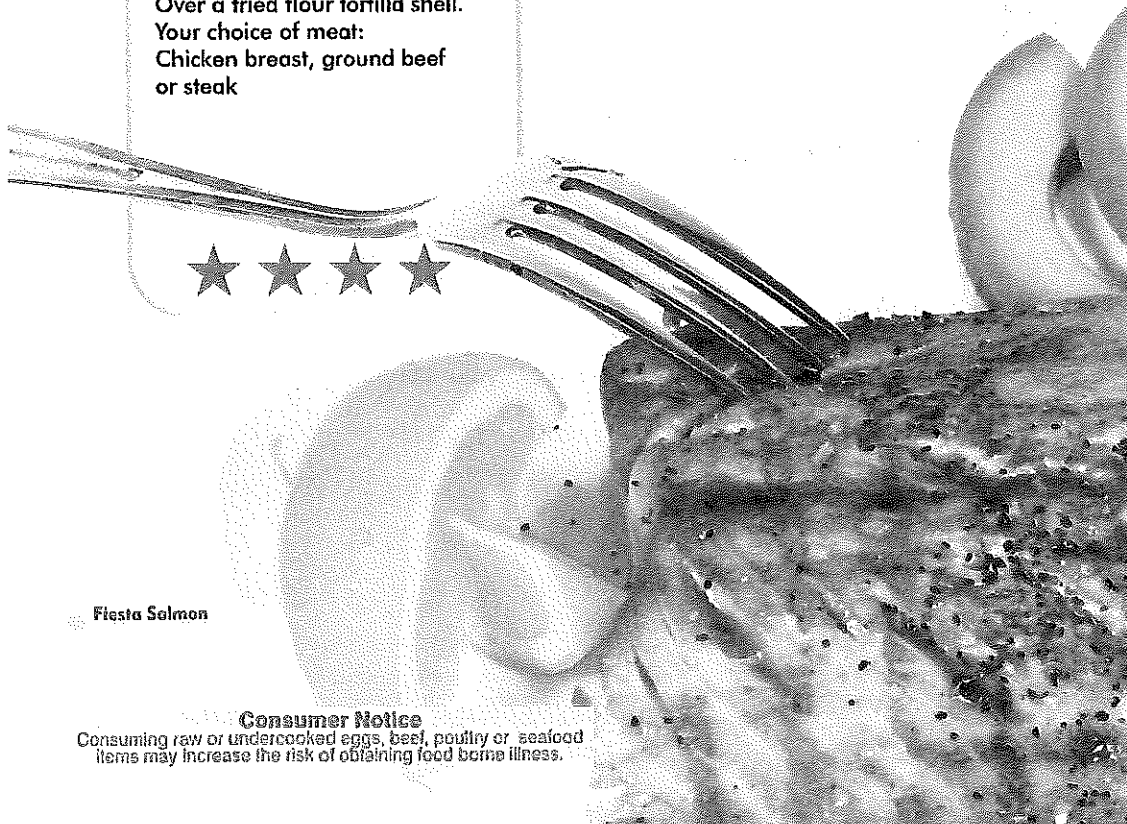
SWEET HONEY PECAN 12
Mixed greens, romaine,
chicken breast, bacon,
toasted pecans, avocado,
tomatoes, carrots, & Fiesta mix
cheese, honey dijon dressing.



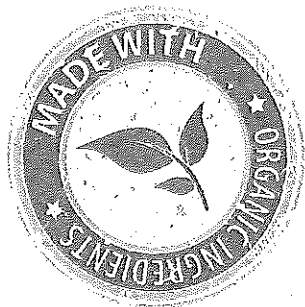
Fiesta Salmon

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items may increase the risk of obtaining food borne illness.



**Fiesta Cafe
Salad**

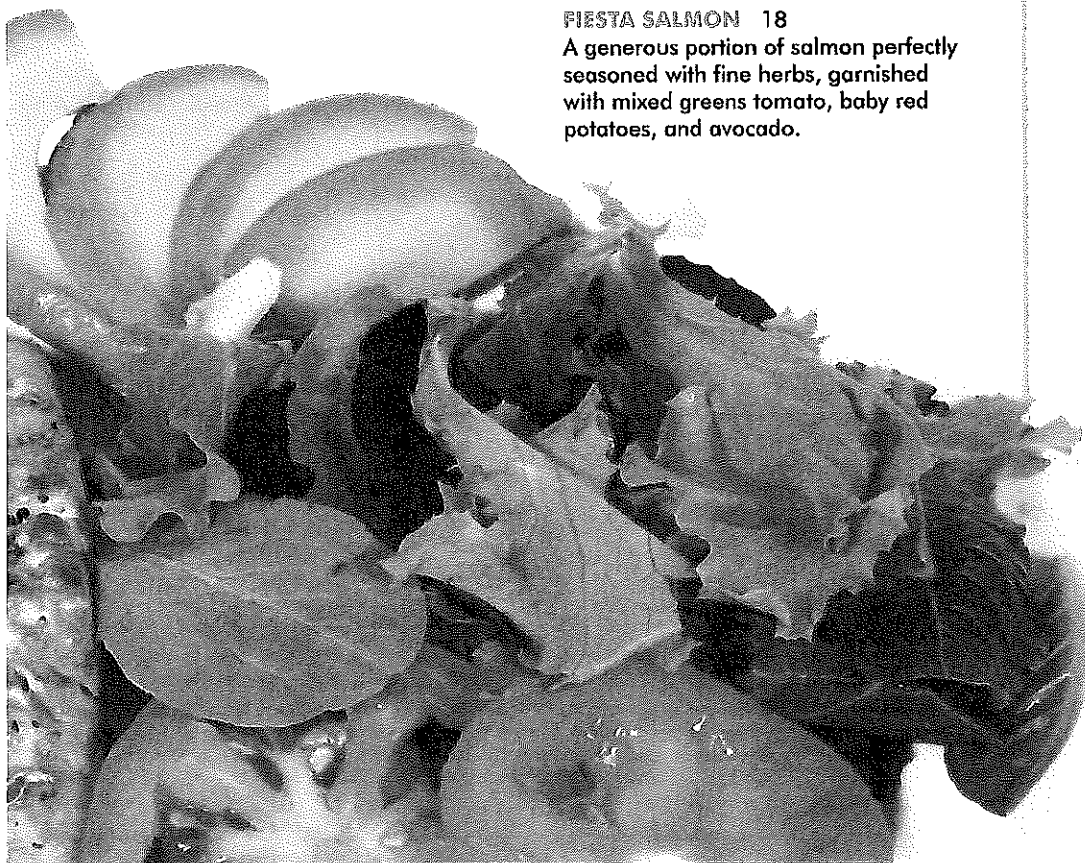


FIESTA CAFE SALAD 14

Mixed greens, caramelized toasted pecans, strawberries, peaches, cream cheese covered with toasted sesame seeds and raspberry dressing.

FIESTA SALMON 18

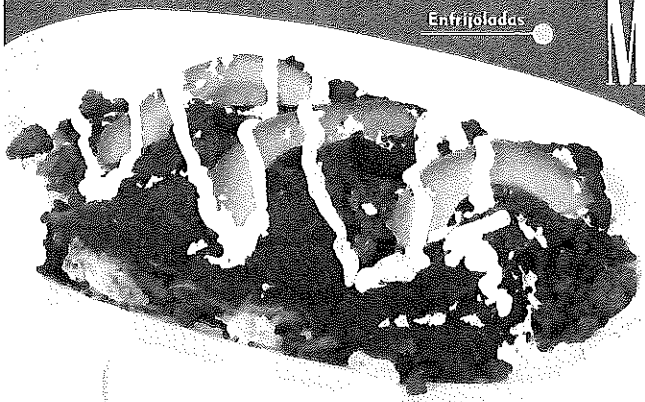
A generous portion of salmon perfectly seasoned with fine herbs, garnished with mixed greens tomato, baby red potatoes, and avocado.



Enfrijoladas

Mexican

Made with organic ingredients & baby red potatoes or fruit.



ENFRIJOLADAS 13

3 rolled tortillas filled with scrambled egg, chorizo covered with black beans sauce, topped with sour cream, fresco cheese, roasted poblano pepper, chorizo and avocado.

Chorizo & egg tacos

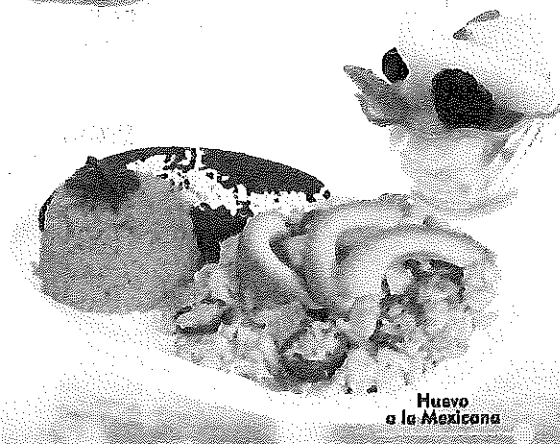
CHORIZO & EGG TACOS 11

Three tacos, corn or flour tortillas filled with chorizo and scrambled egg, cilantro, and topped with Fiesta mix cheese. Served with a side of pico de gallo & baby red potatoes.



HUEVOS A LA MEXICANA 11

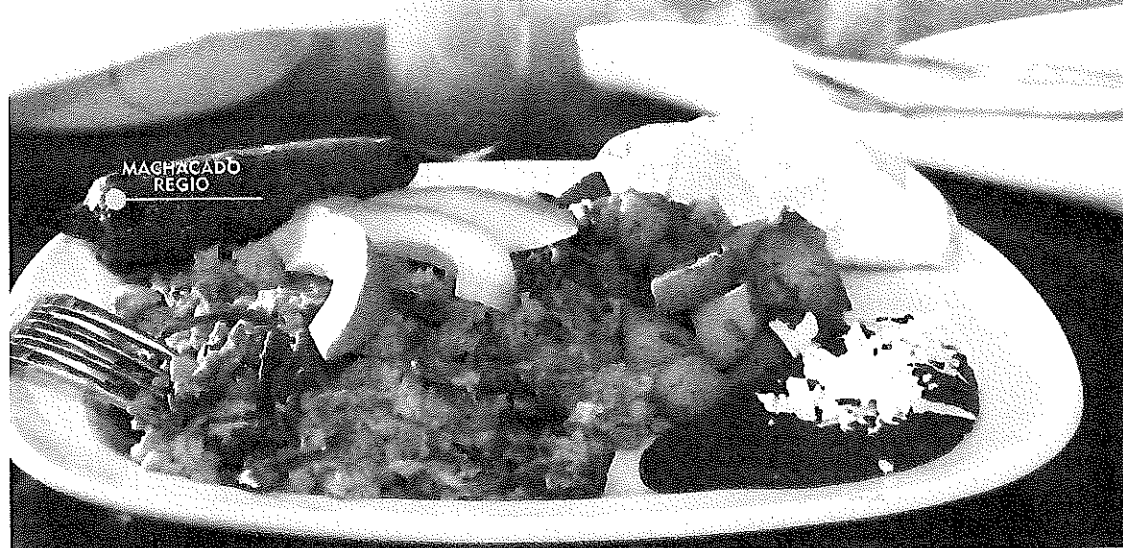
Eggs scrambled with jalapeños, tomato, and onion, garnished with rice and black beans and avocado.



Huevo a la Mexicana

MACHACADO REGIO 14

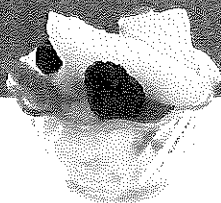
"Monterrey style", dry shredded beef scrambled with organic eggs, red sauce served with black beans, fresco cheese, baby red potatoes, and avocado slices



MACHACADO REGIO

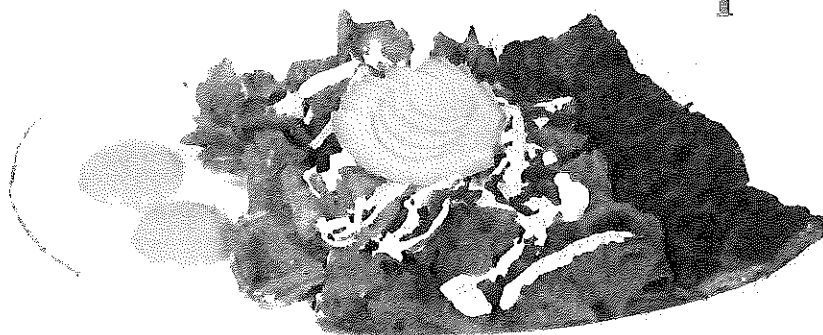
Mexican

Made with organic
Ingredients & a side
of fruit



Chilaquiles

Served
with baby
red potatoes
or fruit.



Chilaquiles
con arrachera

NACHOS 11

Meat choice:

Chicken / Ground beef / Steak.
Lettuce, black beans sauce, tomato,
sour cream, onion, black olives,
and melted Fiesta mix cheese.

CHILAQUILES CON ARRACHERA 18

Chilaquile and Skirt steak.

CHILAQUILES 12

Deep fried corn tortilla stripes, dipped
in red or green sauce, topped with Fresco
cheese, onion, cilantro, and sour cream,
served with avocado and two eggs.

DIVORCED EGGS 12.5

Two eggs with green and
red salsa, onion, cilantro, fresco
cheese, and chilaquiles.
Served with baby red potatoes.

HUEVOS RANCHEROS 11

Two eggs, your way over a fried
tortilla crispy, covered with Ranchera
sauce, black beans sauce, rice, and
toped with fresco cheese.
Served with tortillas

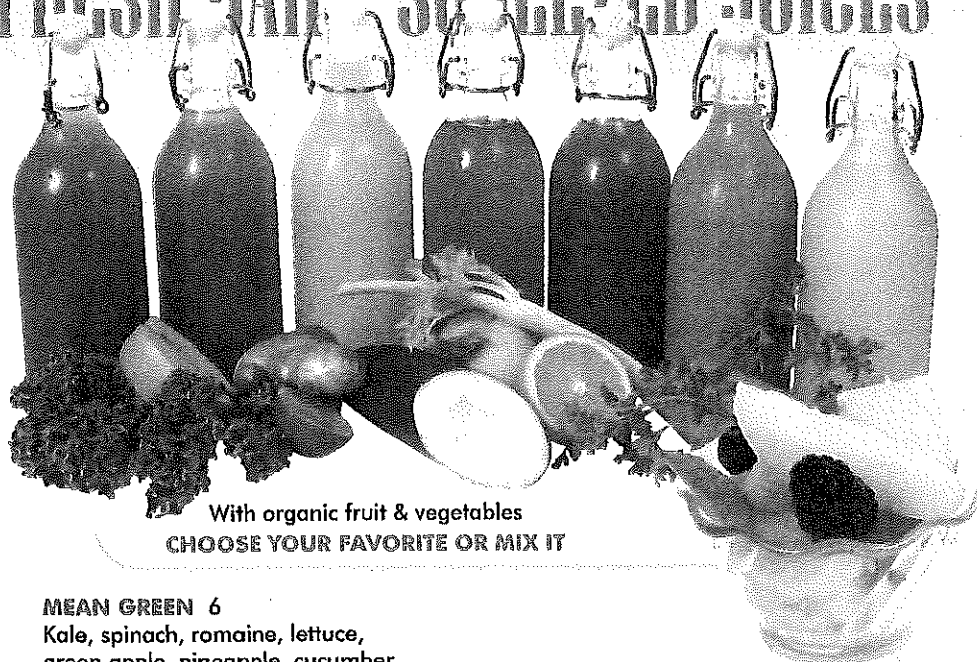
Divorced
Eggs



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items may increase the risk of obtaining food borne illness.

FRESH DAILY SQUEEZED JUICES



With organic fruit & vegetables
CHOOSE YOUR FAVORITE OR MIX IT

MEAN GREEN 6

Kale, spinach, romaine, lettuce,
green apple, pineapple, cucumber
& lemon juice.

GINGER SNAP 6

Carrot, apple & ginger

FRESH SQUEEZED ORANGE JUICE 6

FRESH SQUEEZED BEETROOT JUICE 6

Adds ons

FRUIT CUP 2

FRUIT BOWL 5

TOAST OR ENGLISH MUFFIN 2

FRIES OR BREAKFAST POTATOES 3

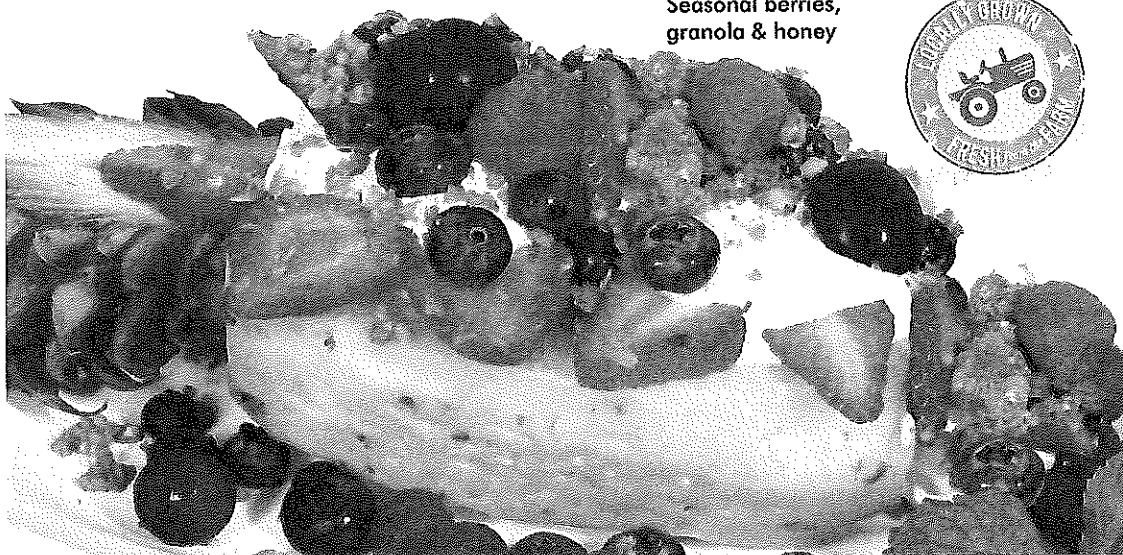
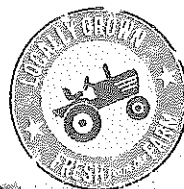
WILD YOGURT PINEAPPLE 12

With greek yogurt, seasonal
berries, ripe banana, granola
& honey in half pineapple

Yogurt

SIDE OF YOGURT 6

Seasonal berries,
granola & honey



COFFEE & SODA BAR

Half & half cream and milk available upon request

ICE COFFEE 2.50
DRIP COFFEE 2.50
EXPRESSO 2
LATTE 4
CHAI LATTE 4
MOCHA 4
HOT CHOCOLATE 3.50
FIESTA ICE COFFEE 6

Served with sweet cream Kalua or Baileys

Tea and soda

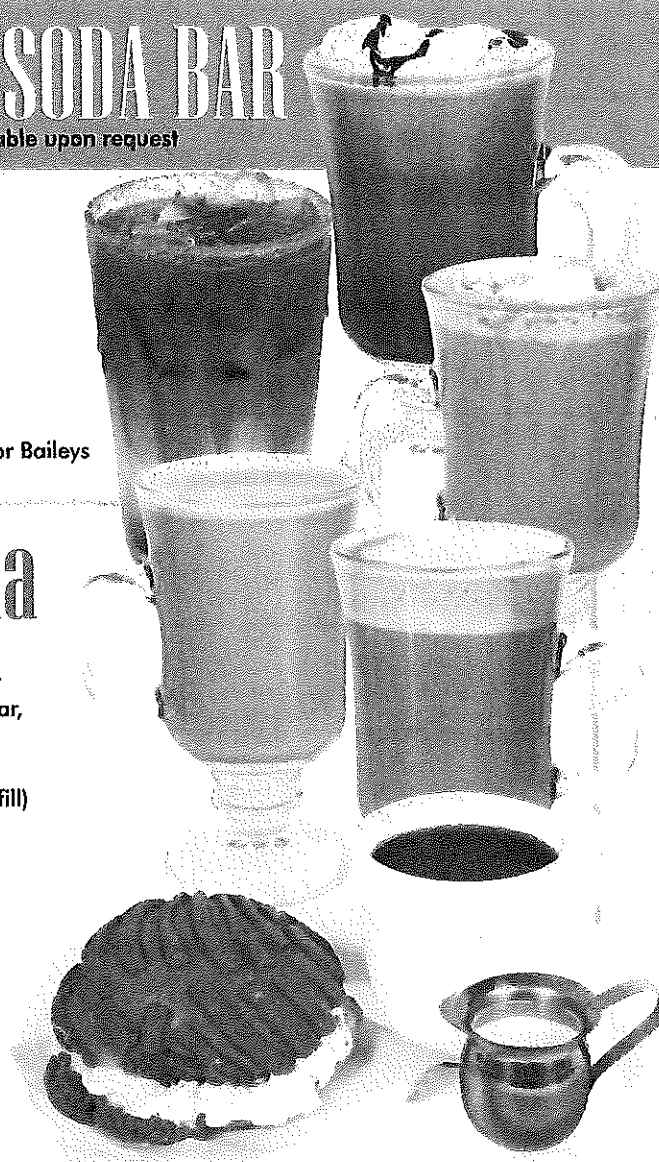
TEA SERVICE 2.50

Chamomile, earl grey, green tea or seasonal tea, served with milk, sugar, honey upon request.

FOUNTAIN SODA 2.50 (Free refill)
Coca-cola products.

ICED TEA 2.50
COCA-COLA 2.50
DIET COKE 2.50
SPRITE 2.50
LEMONADE 2.50
CAN SQUIRT 3 (No refill)

SPRECHER
ROOT BEER 3 (No refill)



Oatmeal



CONCHAS CON NATA 5 ea
Mexican sweet bread,
filled with milk cream "Nata",
served with fruit side.

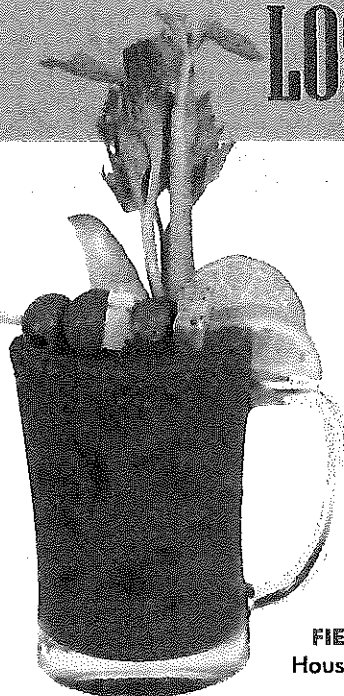
OATMEAL 4.5
Oats made with milk,
raisins brown sugarhoney

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items may increase the risk of obtaining food borne illness.

LOCAL BEER & OTHERS

With organic fruit & vegetables



SPOTTED COW 4
New glarus brewery
(Creme Ale)
RIVER WEST STEIN 5
Lakefront brewery
(Amber Ale)
LAKE FRONT (IPA) 4
RHINELANDER 2
(Lager)

FIESTA CAFE BLOODY 10
House bloody mix Tito's Vodka



Soft fresh Fiesta drinks: 5
With top shelf alcohol: 12

TAMARINDO SUPREME 3
Fresh and natural drink with
organic tamarind pulp.

PEPINO-LIMON 5
With organic cucumber
and fresh mint leaves.

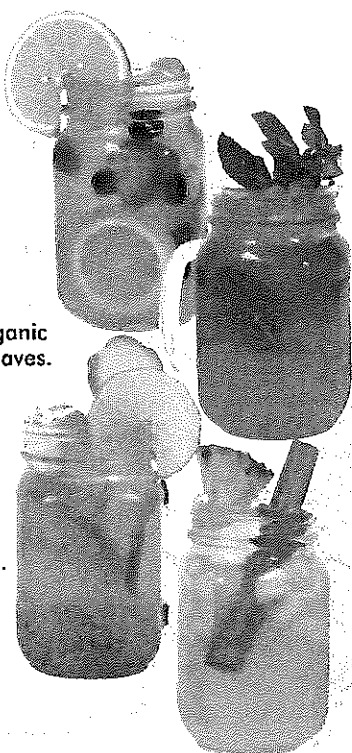
FIESTA HORCHATA 3
Rice water with a cinnamon
touch.

BLUEBERRY PASION 5
Fresh water with blended organic
blueberries and fresh mint leaves.

WATERMELON 5
Refreshing fresh watermelon
with mint leaves.

MANGO-MAMBO 5
Fresh water with organic
mango pulp and mint leaves.

PIÑA-FRESH 5
The perfect mix!
Pineapple and fresh
mint leaves.



SOFT DRINKS

Made with seasonal fruits

IMPORTADA

Corona
Corona Familiar
Corona Light
Modelo Special
Negra Modelo
XX Lager
XX Amber
Victoria
Pacifico
Tecate
Tecate Light
Sol

DOMESTICA

Miller Lite 3
Bud Light 3
Blue Moon 3
Budweiser 3
Coors Light 3
MGD 3
64 3
High Life 3

COCKTAILS

Walking Spanglish

Piña Colada

FIESTA MIMOSA 7
Raspberry puree, triple sec, champagne, and fresh squeezed orange juice.

SEASONAL MIMOSA 6

WALKING SPANGLISH 10
Tequila Cazadores, pineapple juice, lime wedges, mint & jalapeno slices.

PALOMA 10
Santed rim with Tequila Cazadores, lime juice & squirt soda.

WILDWOOD SMASH 9
Tito's vodka, agave nectar, fresh lime juice

MIKE SCREW 9
Tito's vodka, Miller Lite, topped with fresh squeezed orange juice.

PIÑA COLADA 8

PIÑA COLADA MOJITO 9

MOJITO CLASICO 8

PINK MOJITO 9
With strawberries

SANGRIA DE CASA 9
Red or mango

Sangria de casa

Piña Colada Mojito

Pink Mojito

Mojito Clásico

WINE

HOUSE WINE
PINOT GRIGIO 6
WHITE ZINFANDEL 6
MOSCATO 6
CHARDONNAY 6

RED WINE
PINOT NOIR 6
MERLOT 6



The perfect
time

The perfect
place

The perfect
breakfast!

Tiesta Cafe's

the perfect time, the perfect place... the perfect breakfast



1407 S 1st St, Milwaukee, WI 53204

Phone: (414) 914-9569

