



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

Thursday, July 03, 2025

COMMITTEE MEETING NOTICE

AD 08

CORONADO MEZA, Martha E, Agent
PRETTY IN PINK SPARKLE LLC
3205 W MITCHELL St
Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in the Council Chambers, Third Floor, City Hall:

Tuesday, July 15, 2025 at 08:45 AM

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Jukebox, 1 Pool Table and 5 Amusement Machines as agent for "PRETTY IN PINK SPARKLE LLC" for "Tequileros Sports Bar" at 3830 W NATIONAL Av.

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

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/03/25

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 378599

Application Date:

License Location: 3830 W National Ave

Business Name: Milwaukee Nights Pub

Licensee/Applicant: MCCANN, Samona L
(Last Name, First Name, MI)

Date of Birth: 02/26/1984

Home Address: 3536 N. 23rd Street

City: Milwaukee

State: WI **Zip Code:** 53206

Home Phone: 414-759-8374

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

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

1. On 12/03/2016 officers received an anonymous call of a shooting at Milwaukee Nights Pub, 3830 W. National Av. The officers arrived on scene and determined the call was not legitimate.
2. On 02/07/2017 at 12:15am officers were dispatched to a noise complaint at Milwaukee Night Pub, 3830 W. National Av. The officers arrived and found the music inside was at a reasonable level but did increase when patrons opened the front door. The officer advised the bar to lower the music to fix this problem.
3. On 04/15/2017 at 2:11am officers responded to shots fired in the area of S. 38th St and W. National Av. Milwaukee Nights Pub was closed when officers arrived but the applicant was on scene and interviewed. She stated she told by her security that something was happening outside and she should close. She closed down but is not aware of what happened outside. Her security stated he was outside when he heard what sounded like two gun shots coming from around S. 39th St. The officers found no witnesses or evidence of shots being fired.
4. On 05/04/2017 officers conducted underage tavern enforcement in District 2. An underage Police Aid attempted to gain entry to Milwaukee Nights Pub, 3830 W. National Av. The Police Aid was turned away by security when she could not provide ID.

5. On 05/15/2017 officers were dispatched to a noise complaint at Milwaukee Nights Pub, 3830 W. National Av. The officers arrived and did not find the noise level to be excessively loud. They spoke with Steven ESTRADA who agreed to turn the music down because he did not want any problems. He stated the neighbors have his phone number and will text when the music is loud and he will turn it down. The staff was cooperative with the officers.

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6. On 02/10/2018 at 2:44am officers were dispatched to 3830 W. National Av for a battery complaint. The investigation revealed a fight occurred between two male patrons, who were fighting over a female patron. The male patrons both had stab wounds to the abdomen and the female had a cut to her wrist. The bartender, Dominique EWAN, got hit in the mouth by a bottle while attempting to break up the fight. The officers found 6 people in the bar after hours who were not employees. The business has cameras but they do not record. The applicant was cited for Class B Allow Patron After Hours.

Charge: Class B Allow Patron After Hours
Finding: Guilty
Sentence: Fined \$1,637.95
Date: 01/17/2019
Case: 18043992

7. On 02/27/2018 a meeting was held regarding the incident on 02/10/2018 at Milwaukee Nights Bar. Present at the meeting was the applicant's husband, Steven ESTRADA, because the applicant was her day job. The officers stated they had concerns about the employees being uncooperative with the investigation and that no employees called to notify police about the incident. ESTRADA stated the employees no longer work at the bar, and he has brought back security on the weekends. He also stated he will fix the cameras so they record and will look into enrolling in the Pivot Program.
8. On 05/16/2018 officers were dispatched to Milwaukee Nights Pub, 3830 W. National Av, for a battery complaint. The officers located the victim who stated he was stabbed in the hand at the tavern. The officers interviewed the applicant and several witnesses who stated the subject was being disorderly and fell while walking out the door. The officer stated the injury was consistent with a fall. Steven ESTRADA stated there are no functional cameras at the location.
9. On 06/03/2018 at 2:08am officers were dispatched to Milwaukee Nights Pub, 3830 W. National Av, for a battery complaint. The officer spoke with the security guard, Raul PEREZ, who stated there were two large groups in the bar. A female from one group threw a drink on some one. In order to prevent a fight PEREZ put the female out of the bar and locked the door, preventing anyone from leaving until the female was gone. The officer did not observe anyone that was injured.

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Item #6 updated with disposition on 12/19/2019

10. On 02/23/2019 at 9:00pm officers investigated a shooting at Milwaukee Nights Pub, 3830 W. National Av. The officer spoke with the bartender who stated the bar was having a "Rap Battle" and the two subjects ended up physically fighting throughout the bar. During the fight one of the subjects produced a firearm and shot the other subject. The patrons of the bar grabbed the victim and the suspect fled. The applicant arrived after the incident and spoke with the officers. She stated the cameras only record when the door opens or there is a break in. She stated she rented out the business to a group she only knew from Facebook. The officers advised her of the tavern violations and she said "I can't control everything like that". The applicant was cooperative with the detectives investigating the shooting.

Charge: Public Entertainment Premise-License Required
Finding: Guilty
Sentence: Fined \$699.00
Date: 01/29/2020
Case: 19021161

11. On 03/07/2019 a meeting was held at District 2 regarding recent incidents at 3830 W. National Av. The officers stated their concerns with only one employee working, security cameras not recoding, liquor bottles not purchased at a distributor, food sales without a permit and events not covered by her PEP license. The applicant was advised her PEP does not cover DJ's and the use of promoters could impact her license. She was also advised a food dealers license was required even if food was given away. The applicant stated she will not have Rap Battles again, has updated her security cameras, and is getting a new security company.

12. On 03/09/2019 officers conducted a licensed premise check at 3830 W. National Av. The applicant stated she has security on Friday and Saturday nights starting at 9:00pm and has new security cameras that she can view on her phone. The officer advised her to have security pat down patrons for weapons and to use the front door as the main entrance and only use the side door for emergencies. No violations were observed.

13. On 03/14/2019 officers, along with agents from the Wisconsin Department of Revenue, conducted a licensed premise check at 3830 W. National Av. The agents located six bottles of alcohol that the applicant didn't have proof of purchase and one bottle of liquor contaminated with fruit flies. The applicant was advised to not advertise special events due to the tavern not having a food license. No other violations observed.

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Item #10 updated with disposition on 02/08/2021

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14. On 03/12/21 at 2:30am, Milwaukee Police were dispatched to 3900 W. National Avenue to assist West Milwaukee at a shots fired complaint. A total of 19 spent casings and 1 unfired bullet were found. West Milwaukee tried to interview an employee of the tavern but he refused to identify himself and refused to answer any questions about what happen outside the establishment.

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15. On 04/01/23 at 2:54a.m., Milwaukee Police were dispatched to a Trouble with Subject at 3830 W. National Av. On arrival officers met with the caller/owner of the building who stated they were involved in an altercation with a patron and the business was operating after hours.

Officers entered the establishment and found 5 employees closing and cleaning up for the night. The agent was on scene and very cooperative allowing officers to view video surveillance of the incident, which did depict the caller and an employee exchanging words.

16. On 04/20/23 at 9:34p.m., Milwaukee Police conducted a License Premise Check at 3830 W. National Av. No violations were found and the manager was cooperative.

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PREVIOUS PREMISE

Date:05/09/25
Officer: Vodicka

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

Name of Premise: Tequileros
Address: 3830 W National Av
Phone: 414-552-8726

Owner: PrettyinPinkSparkleLLC
Owner address: 3205 W Mitchell St
City State Zip: Milwaukee, WI 53215
Owner Phone: 414-552-8726
Owner email: PrincesapropertyLLC@gmail.com

Licensee/Agent: Martha CORNADO-MEZA
Home Address: 3205 W Mitchell St
City State Zip: Milwaukee, WI 53215
Phone: 414-552-8726
Email: PrincesapropertyLLC@gmail.com

Preferred contact: Same

Location currently open: ☐ YES ☒ NO

Projected open date: 06/01/25

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

Hours of Operation: Sun: 12pm-2am ☐24 hours ☐Y ☐N
Mon: 6pm-12am
Tue: 6pm-12am
Wed: 6pm-12am
Thu: 6pm-12am
Fri: 3pm-230am
Sat: 12pm-230am

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

Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:
Tobacco: ☐ Yes ☒ No #:
Food: ☐ Yes ☒ No #:
Other: ☐ Yes ☒ No Type: PEP #:
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: 7
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: 1 week
21. Are there exterior cameras ☒ Yes ☐ No How many: 7
22. Are there interior cameras ☐ Yes ☒ No How many: plan on 5

23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
24. Cameras located in parking lot ☒ Yes ☐ No How many 4

Interior Survey:

25. What is the planned/posted capacity around 80
26. What is the minimum number of employees that will be on premise 2
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: 2
33. How will they be deployed: Interior 1 Exterior 1
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:
☒ Wandering/metal detector
☐ ID Scanner
☒ Dress Code
☐ Cover Charge
☐ Age restriction
☐ Other
38. When at capacity, how will the overflow crowd be managed? security
39. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

food service to end at 10pm. parking lot is for apartments above location. Will install up to 5 interior cameras.

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Officer: Vodicka

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39. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

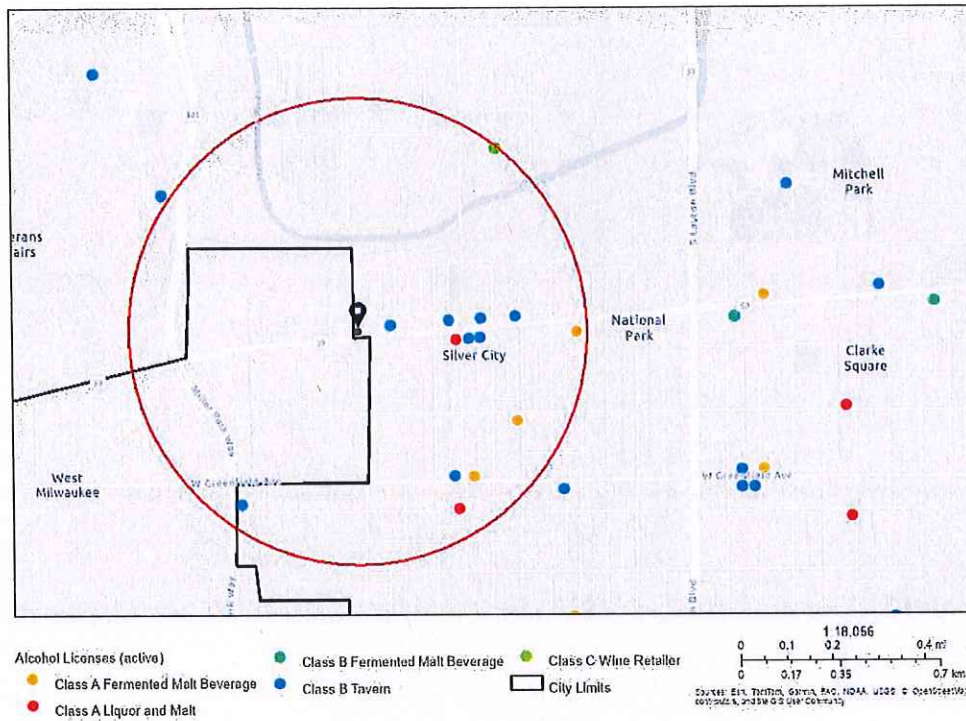
ADDITIONAL COMMENTS/RECOMMENDATIONS:

food service to end at 10pm. parking lot is for apartments above location. Will install up to 5 interior cameras.



Area of Interest (AOI) Information

Mar 27 2025 12:22:41 Central Daylight Time



3830 W NATIONAL AV

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	17		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	National Grocery, LLC	National Grocery	Manpreet Singh, Agt	3501 W National AV	Class A Malt & Class A Liquor License		4/7/2025, 7:00 PM	1
2	Celebrity's Hall	Celebrity's Hall	Raul Varela-Rodriguez, SP	1329 S 35th ST	Class B Tavern License	91	4/4/2025, 7:00 PM	1
3	LEVA ENTERPRISE S SOUTH LLC	Orenda	Leticia C Munoz Hernandez, Agt	3514 W NATIONAL AV	Class B Tavern License		4/23/2025, 7:00 PM	1
4	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class B Fermented Malt Beverage Retailer's License		4/7/2025, 7:00 PM	1
5	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class C Wine Retailer's License		4/7/2025, 7:00 PM	1
6	MAMIE'S	MAMIE'S	DEBRA L MICKEY, SP	3300 W NATIONAL AV	Class B Tavern License	68	6/29/2025, 7:00 PM	1
7	ALDI, INC	ALDI #87	Matteo G Allred, Agt	1441 S 35TH ST	Class A Malt & Class A Liquor License		7/10/2025, 7:00 PM	1
8	Lucky's Ice House LLC	Lucky's Ice House	Thomas L Schweiger, Agt	4238 W ORCHARD ST	Class B Tavern License		7/27/2025, 7:00 PM	1
9	National Beer & Food Mart, LLC	National Food	JASMINDER SINGH, Agt	3101 W National AV	Class A Fermented Malt Beverage Retailer's License		9/23/2025, 7:00 PM	1
10	THAI BARBECUE, LLC	THAI BAR-B-QUE	XAY CHAI, Agt	3417 W NATIONAL AV	Class B Tavern License		11/5/2025, 6:00 PM	1
11	Forest Home Ave Chicken Palace LLC	Chicken Palace National	VALDEMAR ESCOBAR, Agt	3433 W National AV	Class B Tavern License	65	11/25/2025, 6:00 PM	1
12	FIRST STOP FOODS	FIRST STOP FOODS	ABDELMUNA MAASAD, SP	1330 S 35TH ST	Class A Fermented Malt Beverage Retailer's License		12/19/2025, 6:00 PM	1
13	Scott Beer & Food LLC	El Rincon Grocery	GURMUKH SINGH, Agt	1201 S 33rd ST	Class A Fermented Malt Beverage Retailer's License		12/11/2025, 6:00 PM	1
14	Missy Sweets Lounge LLC	Missy Sweets Lounge	Melissa M Hoepfner, Agt	3412 W National AV	Class B Tavern License		10/31/2025, 7:00 PM	1
15	PK PALACE, LLC	PK Palace	Rick K Vang, Agt	3730 W NATIONAL AV	Class B Tavern License		3/4/2026, 6:00 PM	1
16	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class B Fermented Malt Beverage Retailer's License		4/7/2026, 7:00 PM	1

17	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class C Wine Retailer's License		4/7/2026, 7:00 PM	1
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Establishments within a 0.5 miles radius centered on area of interest.



Thursday, July 03, 2025



Notice of Public Hearing

Blank Notice

CORONADO MEZA, Martha E, Agent
Tequileros Sports Bar at 3830 W NATIONAL Av
Class B Tavern and Public Entertainment Premises Licenses Application Requesting Jukebox, 1
Pool Table and 5 Amusement Machines

Tuesday, July 15, 2025 at 8:45 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 7/15/2025 at 8:45 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 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	3739 W NATIONAL AVE# 1	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3739 W NATIONAL AVE# 2	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3739 W NATIONAL AVE# 3	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3739 W NATIONAL AVE# 4	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3748 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3810A W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3812 W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3814 W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3814A W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3814B W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3830A W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	734 S 39TH ST	MILWAUKEE, WI 53215-1005
CURRENT OCCUPANT	740 S 39TH ST	MILWAUKEE, WI 53215-1005
CURRENT OCCUPANT	740A S 39TH ST	MILWAUKEE, WI 53215-1005
CURRENT OCCUPANT	744 S 39TH ST	MILWAUKEE, WI 53215-1005
CURRENT OCCUPANT	744A S 39TH ST	MILWAUKEE, WI 53215-1005
CURRENT OCCUPANT	745 S 38TH ST	MILWAUKEE, WI 53215-1044
CURRENT OCCUPANT	800 S 39TH ST	MILWAUKEE, WI 53215-1006
CURRENT OCCUPANT	802 S 39TH ST	MILWAUKEE, WI 53215-1006
CURRENT OCCUPANT	802A S 39TH ST	MILWAUKEE, WI 53215-1006
CURRENT OCCUPANT	803 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	806 S 39TH ST	MILWAUKEE, WI 53215-1006
CURRENT OCCUPANT	809 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	809A S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	812 S 39TH ST	MILWAUKEE, WI 53215-1006
CURRENT OCCUPANT	815 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	818 S 39TH ST	MILWAUKEE, WI 53215-1006
CURRENT OCCUPANT	819 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	825 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	827 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	906 S 38TH ST	MILWAUKEE, WI 53215-1302

Blank Notice

Total Records: 31

Radius 250 feet and Center of the Circle: 3830 W National Av



APPLICATION AMENDMENT

Office of the City Clerk License Division

200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

ccl-amend 9/10/18

Date: July 2nd, 2025

To the License Division of the City of Milwaukee:

I, Martha E Coronado Meza, wish to amend my answer(s) on the application for a Pretty in Pink Sparkle LLC
(full legal name)

BTAVN, PEP, FREST license at 3830 W National Ave:
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

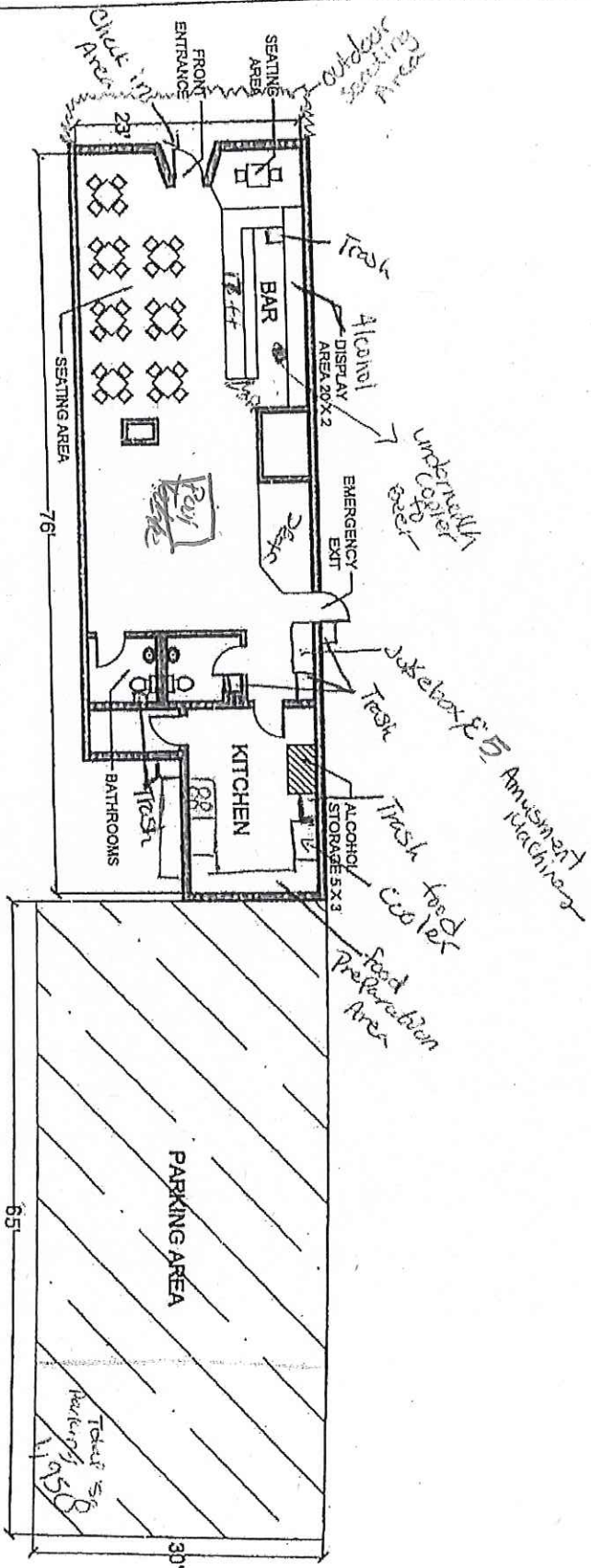
1. Answer to Question(s) # _____ should be: _____
2. Agent should be (full legal name): _____ Also complete 3, 4, 5 & 6
3. Date of birth should be: _____
4. Home address should be (include city/state/zip): _____
5. Phone number should be (include area code): _____
6. Driver's License Number/State ID Number should be: _____
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: Teguileros Sports Bar
9. Premises address should be (include city/state/zip): _____
10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____
12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): _____
14. Class B Tavern: Age Distinction should be: _____
15. Other: Please Remove from PEP DJ, Karaoke, Patrons Drinking
add 3 more Am for a total of 5 Am, add 1 pool table
(Check with the License Division before submitting "Other" amendments using this form.)

AM = Amusement Machines

Martha E Coronado Meza
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: DEP 3786001, FREST 3786000
BTAVN 378599 Date: 7/2/2025 Initials: CM To LC: _____
LC Email: ☐MPD ☐NS ☐HD Initials: _____

Updated floor plan with added entertainment



TOTAL SQUARE FOOTAGE = 1600 SF

Martin E. Connolly, MD

Agent for Pretty in Pink Sparkle LLC, legal entity

3830 W. National Avenue
Date: January 31, 2025

First Floor Plan





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: Tavern

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

2. Business Operations

- a. Proposed Opening Date: March 1st, 2025
- 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: _____
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: Jan 31, 2025
- 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: DJ / Sound and music

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 5 Locations: Kitchen, Bar, Bathrooms
Outside: 2 Locations: Parking area, Side door
- c. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: entrance line
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☐ Other: TBD

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 6 and describe the parking security plan: Cameras, sensor lights
- 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? 1 and answer the following:
What are their responsibilities? ID Verification, Skinning,
Is security equipment used? ☐ No ☒ Yes If yes, describe Scanning wand
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 8 and list locations: 6 in Bar area
2 in Kitchen area
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe Security ID Check

6. Percentage of Sales (must total 100%)

Alcohol <u>50</u> %	Food <u>20</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>30</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 _____ % Describe: _____

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

Type 1

- ☒ ~~Full Service Restaurant~~ Tavern ☐ 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 _____ (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: National Ave

c. Nearest Major Cross Street: National 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: Mix Use

g. Building Owner Name: Martha G Coramab Phone Number: (414) 552-8726

Building Owner Address: 3205 W Mitchell St.

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

FREST Hours (in Red)

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	<u>12 Pm</u>	<u>2 Am</u>	<u>40</u>	<u>21+ to 50</u>	
Monday	<u>6 Pm</u>	<u>12 am</u>	<u>25</u>	<u>21+</u>	
Tuesday	<u>6 Pm</u>	<u>12 am</u>	<u>25</u>	<u>21+</u>	
Wednesday	<u>6 Pm</u>	<u>12 am</u>	<u>25</u>	<u>21+</u>	
Thursday	<u>6 Pm</u>	<u>12 am</u>	<u>25</u>	<u>21+</u>	
Friday	<u>3 Pm</u>	<u>2:30 am</u>	<u>40</u>	<u>21+</u>	
Saturday	<u>12 Pm</u>	<u>2:30 am</u>	<u>40</u>	<u>21+</u>	

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: Pretty in Pink Sparkle LLC

Premise Address: 3830 W National Ave

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.)? I own the fixtures

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

d) Total amount paid for business \$ 135,000.00

e) Total amount paid for goodwill of the business \$ 0

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 _____ Ends _____

b) Monthly rental \$ _____

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)? _____

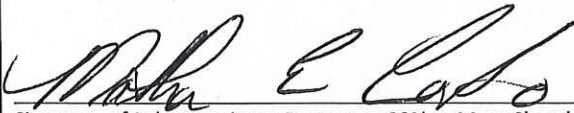
Lease Information (Continued)

- 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:

Pretty in Pink Sparkle LLC

Premises Address:

3830 W National Ave**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: ice cream, meat, milk, cheese

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 8
- ☒ 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:

Paint, Bathroom update, Kitchen area update, out door space. update.
Feb 27th, 2025

In search

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 9
- ☒ 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:

- MEC* I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- MEC* 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.
- MEC* 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.
- MEC* 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.
- MEC* 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: 3830 W National Ave

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input 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>2</u> |
| <input 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 checked="" 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 checked="" 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 checked="" type="checkbox"/> Karaoke |
| <input checked="" type="checkbox"/> Other: _____ | | | |

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.

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: sound and music

LEGAL CAPACITY OF PREMISES

_____ (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)

Tentative
menu

THINGS TO DO

Tacos Bar

Wings

Pizza

Hot dogs

Burgers

Fries

Tortas

Nachos

Mozzarella stick

Shakes

Quesadillas

Sinamisados