



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

Monday, May 11, 2020


**COMMITTEE MEETING NOTICE**

AD 12

VALENTIN, Edwin C, Agent  
Cafe Playa, LLC  
5811 W Mitchell St  
West Allis, WI 53214

You are requested to attend a virtual hearing to be held on:

**Friday, May 22, 2020 at 09:00 AM**

**Regarding:** Your Class B Beer License Application as agent for "Cafe Playa, LLC" for "Cafe Playa" at 1330 S Cesar E Chavez DR. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/570861413>. If you wish to call in, please call +1 (669) 224-3412 and use Access Code: 570-861-413.

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:**

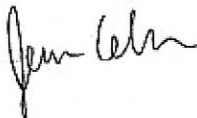
Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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: \_\_\_\_\_

Jessica Ceella

License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).**

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 02/21/2020  
**LICENSE TYPE:** BBEER  
**NEW:**   
**RENEWAL:**

**No. 307051**  
**Application Date:** 02/19/2020

**License Location:** 1330 S Cesar Chavez Dr  
**Business Name:** café Playa

**Licensee/Applicant:** VALENTIN, Edwin C  
(Last Name, First Name, MI)

**Date of Birth:** 09/25/1974

**Home Address:** 5811 W Mitchell St  
**City:** West Allis **State:** WI **Zip Code:** 53214  
**Home Phone:**

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

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

1. On 09/16/2005 the applicant was charged in Milwaukee County with Armed Robbery (Felony) and Substantial Battery (Felony).

**Charge 1:** Armed Robbery  
**2:** Substantial Battery  
**Finding:** Guilty both charges  
**Sentence:** 6 years prison, 5 years extended supervision  
**Date:** 01/04/2006  
**Case:** 2005CF005202

Date:02/27/20  
Officer: VODICKA

City of Milwaukee Police Department  
90-5-1.5 Crime Prevention Survey  
Convenience Store/Liquor Store Inspection

Name of Premise: Cafe Playa  
Address: 1330 S Cesar E Chavez Dr  
Phone: 414-384-5834

Owner: Edwin C Valentin  
Owner address: 5811 W Mitchell St  
City State Zip: West Allis, WI 53219  
Owner Phone: 414-393-8010  
Owner email: edwin25.valentin@gmail.com

Manager: same  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: same

Location currently open:  YES  NO

Projected open date: 04/01/20

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

Hours of Operation: Sun: 9:00 a- 9:00 p 24 hours Y N  
Mon: "  
Tue: "  
Wed: "  
Thu: "  
Fri: "  
Sat: "

Premise Type: Liquor Store  
Convenience Store  
Other: restaurant

Licenses currently held:

Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Extended Hours:  Yes  No #:  
Secondhand Dealer:  Yes  No Type: #:  
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. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No
8. Is the parking lot well lit?  Yes  No
9. Are there areas where a person could conceal themselves  Yes  No
10. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No.
11. Exterior Payphone?  Yes  No
12. Are there No Loitering Signs posted?  Yes  No
13. Are there exterior security cameras  Yes  No How Many: building owner has 1
14. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

15. Does this location have security cameras?  Yes  No
16. Are they in working order?  Yes  No
17. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
18. How long is footage stored for later viewing: unknown
19. Are there exterior cameras  Yes  No How many: 1 to be installed
20. Are there interior cameras  Yes  No How many: 2-3 to be installed
21. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

**Interior Survey:**

22. 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
23. Is the interior of the location neat and clean?  Yes  No
24. Does an interior camera face the entrance/exit?  Yes  No
25. Is there a lockable area that separates employees from customers?  Yes  No
26. Does the store sell single chore boy?  Yes  No
27. Does the store sell blunt wraps?  Yes  No
28. Does the store sell scales?  Yes  No
29. Does the store sell items that may be used as crack pipes?  Yes  No  
a. Describe item
30. Does the store have an over abundance of sandwich baggies:  Yes  No
31. Does the owner understand that these items are often used for drug use?  Yes  No
32. Do the products in the store appear to be new and rotated often?  Yes  No
33. Are emergency and non-emergency numbers posted near the phone?  Yes  No
34. 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

**Complete this section if alcohol establishment is a convenience store:**

(\*\* Read full ordinance for all details "68-4.3 Convenience Food Stores")

All convenience food stores not exempted under sub. 3 shall:

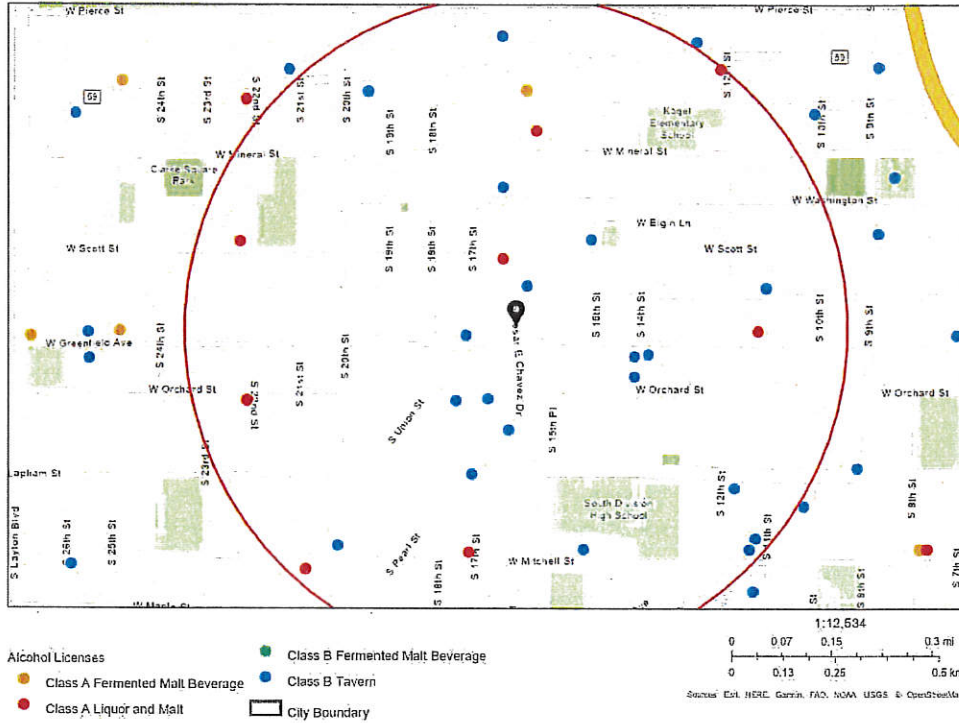
1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk?  Yes  No \*\*
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees?  Yes  No
3. Does the store maintain one of the following on the licensed premise:
  - a. A safe that was in use at the convenience food store on August 17, 1994?  Yes  No
  - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?  Yes  No
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise?  Yes  No  N/A
5. Are at least two high-resolution surveillance security cameras installed?  Yes  No
6. Are the security cameras in working order?  Yes  No
7. Does one camera show an overall view of the counter and register area?  Yes  No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store?  Yes  No
9. Are the camera views obstructed by fixtures or displays?  Yes  No
10. Is the recorded footage stored for at least 30 days?  Yes  No
11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody?  Yes  No

# City of Milwaukee Concentration Map

1330 S Cesar E Chavez Dr

Area : 21,862,585.81 ft<sup>2</sup>

Feb 21 2020 12:44:16 Central Standard Time



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	32		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Mann Family, LLC	Orchard Food Mart	Jatinder K Mann, Agt	2201 W ORCHARD ST	Class A Malt & Class A Liquor License		12/15/2020, 6:00 PM	1
2	Gunny Food Mart Inc	Gunny Food, Mart	MANPREET KAUR, Agt	2033 W Mitchell ST	Class A Malt & Class A Liquor License		2/26/2020, 6:00 PM	1
3	EL REY SPIRITS, INC	EL REY SPIRITS, INC	ERNESTO VILLARREAL, Agt	916 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		6/29/2020, 7:00 PM	1
4	SAN JOSE, LLC	CLUB GUADALAJAR A	GUILLERMO RODRIGUEZ, Agt	1135 W LAPHAM BL	Class B Tavern License	240	11/23/2020, 6:00 PM	1
5	EL Inferno LLC	EL Inferno	ANTONIO MARTINEZ, Agt	2000 W Mitchell ST	Class B Tavern License		11/24/2020, 6:00 PM	1
6	APPLE TWO, LLC	EL CHARRO LIQUOR STORE	VIKRAMJIT SINGH, Agt	1207 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		12/19/2020, 6:00 PM	1
7	Debbie Coops LLC	The Tool Box	Debra J Torres, Agt	1500 W Scott ST	Class B Tavern License		7/31/2020, 7:00 PM	1
8	Tacos Gemelos Restaurant LLC	Los Gemelos Tacos	Juan G Antunez Gomez, Agt	1116 W HISTORIC MITCHELL ST	Class B Tavern License	49	7/22/2020, 7:00 PM	1
9	ABC EMPIRE LLC	ABC Food and Liquor	Mohamad D Kattoum, Agt	1143 S 22nd ST	Class A Malt & Class A Liquor License		12/31/2020, 6:00 PM	1
10	VILLA'S PLACE	VILLA'S PLACE	ALFREDO O VILLA, SP	1700 W GREENFIELD AV	Class B Tavern License	25	2/4/2021, 6:00 PM	1
11	1110 Corp	Greenfield Pantry	Michael J Widmann, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		8/11/2020, 7:00 PM	1
12	Las Tres Esquinas Bar	Las Tres Esquinas Bar	Sulema Vazquez, SP	1586 S Pearl ST	Class B Tavern License	25	8/1/2020, 7:00 PM	1
13	Johanna's Cakes & Desserts LLC	Johanna's Cakes & Desserts	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2020, 7:00 PM	1
14	El Barril	El Barril	JOSE L TERRONES, SP	1400 W ORCHARD ST	Class B Tavern License	59	4/23/2020, 7:00 PM	1
15	WAT PATH LAO BUDDHIST TEMPLE CORP	WAT PATHOUMMA PHOUTHARA M LAO BUDDHIST TEMPLE CORP	Kong Rasavong, Agt	1925 W NATIONAL AV	Class B Fermented Malt Beverage Retailer's License	240	9/4/2020, 7:00 PM	1
16	Gunny Food Mart Inc	Gunny Food Mart	MANPREET KAUR, Agt	2033 W Mitchell ST	Class A Malt & Class A Liquor License		2/26/2021, 6:00 PM	1
17	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	2/27/2021, 6:00 PM	1



18	Jazz's Club 69 LLC	Club 69	Yazmin Fernandez Otero, Agt	1663 S 11TH ST	Class B Tavern License	45	2/9/2021, 6:00 PM	1
19	Mariscos El Abuelo y Yo LLC	Mariscos El Abuelo y Yo	Diego A Pulido, Agt	1234 S CESAR E CHAVEZ DR	Class B Tavern License		4/28/2020, 7:00 PM	1
20	J & E GROCERY STORE, LLC	LA HACIENDA	Jose Zaragoza, Agt	820 S CESAR E CHAVEZ DR	Class A Fermented Malt Beverage Retailer's License		5/2/2020, 7:00 PM	1
21	NATIONAL MUFFLER & FOOD MART, INC	NATIONAL LIQUOR MART	HUSSEIN P GOVANI, Agt	719 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		10/12/2020, 7:00 PM	1
22	TEXAS FOOD	TEXAS FOOD	HAKAM K ASSAD, SP	1201 W NATIONAL AV	Class A Malt & Class A Liquor License		10/12/2020, 7:00 PM	1
23	PHANS GARDEN, INC	PHAN'S GARDEN	HOI T TRAN, Agt	1923 W NATIONAL AV	Class B Tavern License	240	10/17/2020, 7:00 PM	1
24	CANTARITOS BAR, LLC	Passion Nightclub	FRANCISCO GOMEZ-ORTIZ, Agt	1566-1570 S MUSKEGO AV	Class B Tavern License	52	10/10/2020, 7:00 PM	1
25	Mi Pais LLC	Mi Pais	GRACIELA HERNANDEZ, Agt	1401 W GREENFIELD AV	Class B Tavern License		9/28/2020, 7:00 PM	1
26	LA CARRETA VIEJA	LA CARRETA VIEJA	ABEL SANTOS, SP	1339 W GREENFIELD AV	Class B Tavern License	223	6/13/2020, 7:00 PM	1
27	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	11/7/2020, 6:00 PM	1
28	Century Beverage Group LLC	Don Julio's	Maria J Ramirez, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License	80	10/22/2020, 7:00 PM	1
29	Harjodh, Inc	Mi Pueblo	Harpreet S Chawla, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		10/23/2020, 7:00 PM	1
30	PB65 INC	Orchard Food Mart	Sudeep S Mann, Agt	2201 W ORCHARD ST	Class A Malt & Class A Liquor License		4/4/2020, 7:00 PM	1
31	JALISCO RESTAURANT, LLC	JALISCO RESTAURANT	CARLOS E CASERES, Agt	1035 S CESAR E CHAVEZ DR	Class B Tavern License	128	11/23/2020, 6:00 PM	1
32	Affiliate Group LLC	Tycoon Sports Bar & Grill	Ronnie P Tillman, Agt	721 S CESAR E CHAVEZ DR	Class B Tavern License	299	11/13/2020, 6:00 PM	1

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



Monday, May 11, 2020

## Licenses Committee Notice of Hearing

Maribel Estrada  
1328 S Cesar E Chavez DR  
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Beer License Application  
VALENTIN, Edwin C, Agent  
Cafe Playa at 1330 S Cesar E Chavez DR

Date: 5/22/2020

Time: 09:00 AM

Location: The hearing before the Licenses Committee will take place virtually on Friday, May 22, 2020. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





Monday, May 11, 2020

# Licenses Committee Notice of Hearing

Estrada & Associates LLC  
1328 S Cesar E Chavez DR  
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Beer License Application  
VALENTIN, Edwin C, Agent  
Cafe Playa at 1330 S Cesar E Chavez DR

Date: 5/22/2020

Time: 09:00 AM

Location: The hearing before the Licenses Committee will take place virtually on Friday, May 22, 2020. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





Monday, May 11, 2020



# Notice of Public Hearing

blank  
notice

VALENTIN, Edwin C, Agent  
Cafe Playa at 1330 S Cesar E Chavez DR  
Class B Beer License Application

**Friday, May 22, 2020 at 9:00 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 virtually on 5/22/2020 at 9:00 AM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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 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 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	1304 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1243A S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1311 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1422 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 2	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 4	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1564 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1556 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1332 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1304 S 17TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1555A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1570 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1560 W GREENFIELD AVE LOWR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1556A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1319 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1247 S 15TH PL A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1559A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1560 W GREENFIELD AVE UPPR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1329 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1534 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1239 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 8	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1310 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1308 S 17TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 7	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 1	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1560A W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1325 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1324 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1318 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1312A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1314 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1310A S 17TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1311A S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 6	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1312B S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1310B S 17TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1239A S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 3	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1555 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1557 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1556B W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1330 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1310 S 17TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1239 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1243 S 15TH PL	MILWAUKEE, WI 53204

CURRENT OCCUPANT	1247 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1307 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1563 W GREENFIELD AVE 5	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1532 W GREENFIELD AVE	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1312 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1315 S 15TH PL	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1562 W ORCHARD ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1306 S 17TH ST	MILWAUKEE, WI 53204

Total Records: 54

Radius: 250.0 feet and Center of Circle: 1330 S Cesar E Chavez Dr



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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](mailto: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:

take-out food / Beverage

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

SERVsafe Mgr. Certified Former  
manager food truck / Operator of  
Food truck

## 2. Business Operations

- a. Proposed Opening Date: 3 / 23 / 2020
- 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: \_\_\_\_\_
- 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: Family members
- 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: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 2 Locations: back of kitchen Area / front of ordering  
Outside: 1 Locations: Side of building in hallway Area
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- 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 \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 2 and list locations: over register and front door entry way
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>20</u> %	Food <u>30</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	_____ %	_____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

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

### Type 1

- Full Service Restaurant  Cafe/Coffee Shop  Deli or Fast Food Restaurant <sup>THAT'S OUR ONLY</sup>  Private/Fraternal/Veterans Club
- Night Club  Tavern  Cocktail Lounge  Teen Club
- Banquet Hall  Sports Facility  Bowling Alley
- Hotel/Motel: Number of Floors: \_\_\_\_\_  Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: \_\_\_\_\_ 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):

1<sup>st</sup> Floor  2<sup>nd</sup> 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: Greenfield Avenue

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: ESTRADA + ASSOCIATES Phone Number: 414-213-8615

Business Owner Address: 1328 S Cesar E Chavez Dr. Milwaukee WI 53204

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

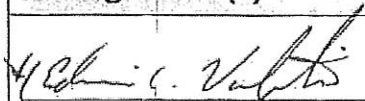
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	9 AM	9 PM	20-25	16+	N/A
Monday	9 AM	9 PM	11		
Tuesday	9 AM	9 PM	11		
Wednesday	9 AM	9 PM	11		
Thursday	9 AM	9 PM	11		
Friday	9 AM	9 PM	11		
Saturday	9 AM	9 PM	11		

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
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](http://www.milwaukee.gov/license)

<b>Legal Entity Name:</b>	<u>Cafe Playa LLC</u>
<b>Premise Address:</b>	<u>1330 S. Cedar Charz Dr. Milwaukee, WI 53204</u>
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>	
Is the building within 300 feet of any church, school, daycare center or hospital?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>"Service Bar Only" Designation</b>	
If applying for Class B or C license, are you applying for "Service Bar Only"?	<input checked="" type="checkbox"/> No <input type="checkbox"/> 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.	
<b>Business Information</b>	
a) Are you taking out this application for anyone that may not be eligible for a license?	<input checked="" type="checkbox"/> No <input type="checkbox"/> 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?	<input type="checkbox"/> No <input checked="" type="checkbox"/> 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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> 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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
If yes, list name and address: _____	
<b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>	
<b>Submit proof of ownership, lease, or offer to purchase the building with this application.</b>	
A lease or offer to purchase must:	
a)	Be in the same legal entity name as that apply for the license
b)	Reflect the same address as the premises address on this application
c)	Reflect current dates and
d)	Be signed by the lessor/seller and lessee/buyer
<b>Property Information (New &amp; Transfer Applicants Only)</b>	
a) Do you own or lease the building?	<input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)?	<u>Landlords</u>
c) Are you purchasing the stock and/or fixtures?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ <u>0</u>
d) Total amount paid for business	\$ <u>0</u>
e) Total amount paid for goodwill of the business	\$ <u>0</u>
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes

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

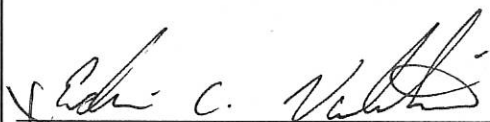
### Lease Information (New & Transfer Applicants who are leasing the premises only)

- a) Date lease begins July 2019 Ends June 30, 2020
- b) Monthly rental \$ 1500
- 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)? 2 yrs
- 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 occupancy 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:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu

→ ceasar E chavez Dr.  
N

Greenfield Ave.

