



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, February 20, 2024

COMMITTEE MEETING NOTICE

AD 13

CABRAL VILLARREAL, Ma G, Agent
EL PARAISO RESTAURANT BAR LLC
909 S 9TH 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, March 05, 2024 at 10:20 AM

The access code is https://meet.goto.com/453468061. If you wish to call in: +1 (571) 317-3122 and use Access Code: 453-468-061
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting Jukebox, Karaoke, 5 Amusement Machines and Patrons Dancing as agent for "EL PARAISO RESTAURANT BAR LLC" for "EL PARAISO RESTAURANT BAR" at 4068 S HOWARD 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

Handwritten signature of Jim Cooney

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
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 12/14/23

LICENSE TYPE: CLASS B TAVERN

NEW:

RENEWAL: X

No. 359561

Application Date: 03/14/22

Expiration Date:

License Location: 4068 S Howell Ave.

Aldermanic District: 14

Business Name: Packy's Pub

Licensee/Applicant: Campbell, Patrick G
(Last Name, First Name, MI)

Date of Birth: 10/04/1964

Male: x

Female:

Home Address: 5873 S Delaware Ave

City: Cudahy

State: Wi

Zip Code: 53110

Home Phone: 414-587-6215

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

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

1. On 11-27-2004 at 2:15am Milwaukee Police responded to a fight outside of Packy's Pub, 4068 S Howell Ave. Investigation showed that a large fight had broke out inside the tavern. One of the patrons was arrested for Substantial Battery to a tavern employee. The employee required numerous stitches. Another patron was interviewed and was found to be 20 years old. He stated that he was in the tavern had 1 beer. The underage was cited for Consumption of Alcohol by Underage and Presence of Underage.

As to the bartender on duty, Okeefe, Colleen M.:

Charge : Presence of Underage
Finding : Guilty
Sentence : Fined \$250.00
Date : 2-9-2005
Case : 04138692

NOTE: Above incident was reported on the renewal for this premise filed on 1-31-2005. A disposition has been added.

2. On 11/18/07, Milwaukee police were dispatched to 4040 S Howell Avenue for a Battery complaint. The victim stated to officers that he was pushed inside the tavern and the subject that pushed him was no longer on scene. Police were unable to identify the suspect to have a citation issued.

3. On 06/09/11, applicant was convicted of OWI in Milwaukee County. His license was revoked for 6 months.

4. On 11/18/2013 Milwaukee police conducted a licensed premise check at 4068 South Howell Avenue (Packy's Pub). During this check, it was discovered that the bartender did not possess a valid class D operators license. The bartender, Jennifer Decker, closed the tavern voluntarily.

5. On 10/20/2015 the applicant was cited at 4080 South Howell Avenue in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: \$280.00 fine
Date: 01/12/2017
Case: 16055786

6. On 12/02/2020 officers conducted a license premise check at Campbell's Irish Pub, 4068 S Howell Av. The officers spoke with the bartender, who has a Class D Operator's license. No violations observed.

7. On 02/05/22 at 11:46pm, Milwaukee Police conducted a license premise check at 4068 S. Howell Avenue. No violations were found.

PREVIOUS PREMISE

Date: 01/08/2024
Officer: PO Fabian Garcia

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

Name of Premise: el Paraiso
Address: 4068 S. Howell Avenue
Phone: 414-628-1938

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Ma Guadalupe CABRAL-VILLARREAL
Home Address: 909 S. 9th Street
City State Zip: Milwaukee, WI 53204
Phone: 414-628-1938
Email: cuadrapasillas@icloud.com

Preferred contact: either phone or email

Location currently open: YES NO

Projected open date: Sometime in February if possible.

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

Hours of Operation: Sun: 10a-2a 24 hours Y N
Mon: 3p-2a
Tue: 3p-2a
Wed: 3p-2a
Thu: 3p-2a
Fri: 10a-2a
Sat: 10a-2a

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held: **None at this location**

- 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 1
 - 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. Off-Street parking 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: **Will add**
16. Are the address numbers prominently displayed and easy to see Yes No **will add**

Camera Survey: Will be adding cameras to interior and exterior

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. Recorded Yes No
20. How long is footage stored for later viewing:
21. Are there exterior cameras Yes No How many: **will add approx.. 5**
22. Are there interior cameras Yes No How many: **will add approx. 7**

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

Interior Survey:

25. What is the planned capacity **Unsure at this time.**
 26. What is the minimum number of employees That will be on premise **6**
 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. Is there a lockable area that separates employees from customers? Yes No
 31. Are emergency and non-emergency numbers posted near the phone? Yes No
 32. 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

33. How many security personnel are going to be employed: **2**
 34. How will they be deployed: Interior **X** Exterior **X-if needed**
 35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 36. Will the security be managed by business or contracted
 37. Will they be armed Yes No
 38. What type of security measures to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction **After 10pm**
 Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report was written by Police Officer Fabian GARCIA assigned to District 6-Early Power, Squad 6264.

On Monday, January 8, 2024, at 5pm, my partner PO Michael WARD and I meet with licensee/agent Ma Guadalupe CABRAL-VILLARREAL at 4068 S. Howell Avenue.

Ma stated that they plan to open sometime in February if possible and plan to be open every day of the week. The location is equipped with exterior lighting, which does appear to be adequate.

The property does have a parking lot, which is located in the rear of the location and can be accessed off E. Waterford Avenue. The parking lot also has lighting, which was observed.

The location currently does not have exterior/interior cameras. Ma stated that she plans to add 5 exterior cameras, which 2 will be located on the west side of the building which faces S. Howell Avenue. Ma stated that approximately 3 exterior cameras will be placed on the east side of the building (rear), which a camera will also face the parking lot. Ma stated that she is still unsure of how long the video footage can be stored for as she is still looking at cameras systems at this time. Ma stated that the interior of the property will have approximately 7 cameras, which will be located throughout the interior. Conversations were had regarding placement of the cameras, Ma stated that she will have a cameras face the entry and exit doors, along with the cash register area.

Ma stated that they will have hired security, who will be uniform and contracted out. Ma stated they will have one to two security personnel and will be deployed on Friday, Saturday, and Sundays. Ma stated that everyone after 10pm, will be carded for age verification. Ma stated that security if needed will also walk the exterior of the property to include the parking lot. Ma was provided with a District 6-community contact guide.

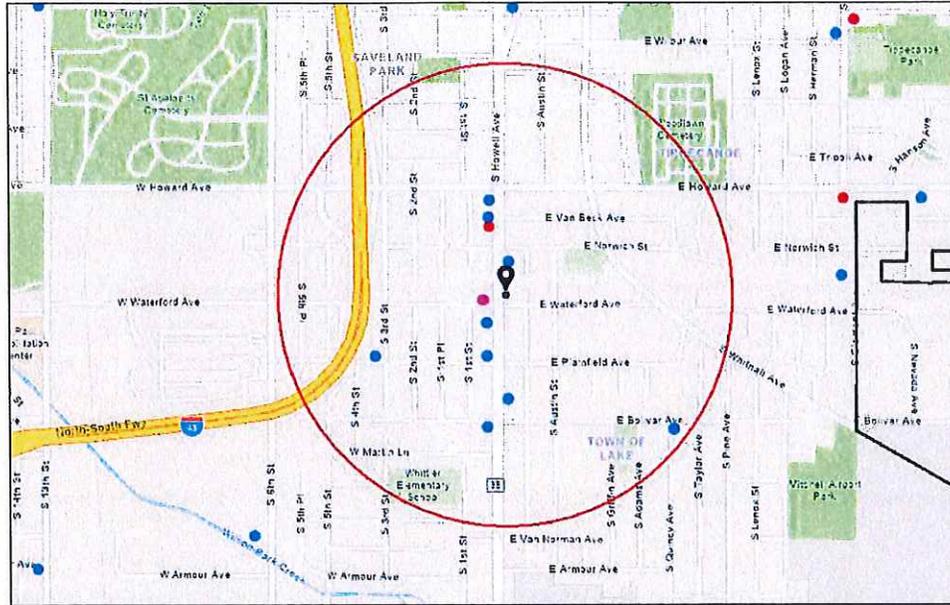


City Concentration Map 4068 S Howell Ave

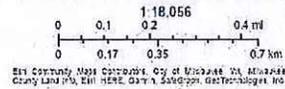
Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Dec 13 2023 16:32:03 Central Standard Time



- Alcohol Licenses (active)
- Class A Intoxicating Liquor
 - Class A Liquor and Malt
 - Class B Tavern
 - City Limits



4068 S Howell Ave

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	12		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	GATORS PUB	GATORS PUB	DENNIS D BRATEL, SP	601 E BOLIVAR AV	Class B Tavern License	49	1/19/2024, 6:00 PM	1
2	Sokolowski Enterprize LLC	Jerseys Pub & Grill	TODD G SOKOLOWSKI, Agt	4024 S Howell AV	Class B Tavern License	180	2/5/2024, 6:00 PM	1
3	Gingerz Sportz Pub LLC	Gingerz Sportz Pub and Grill	MARY M NILAND, Agt	3915 S Howell AV	Class B Tavern License	180	3/1/2024, 6:00 PM	1
4	GATER HECK GOODS LLC	HOT DISH PANTRY	Laura B Maigatter, Agt	4125 S HOWELL AV	Class B Tavern License		4/3/2024, 7:00 PM	1
5	Wioletta's Polish Market, LLC	Wioletta's Polish Market	Adam N Bartoszek, Agt	3955 S Howell AV	Class A Malt & Class A Liquor License		3/1/2024, 6:00 PM	1
6	Marsel's Pizzeria, Inc	Marsel's Pizzeria	Marsel Feto, Agt	4252 S Howell AV	Class B Tavern License		5/7/2024, 7:00 PM	1
7	Barrel Proof Coffee Roasters LLC	Hawthorne Coffee Roasters & Foxtire	STEPHEN HAWTHORNE, Agt	4177 S HOWELL AV	Class B Tavern License		5/29/2024, 7:00 PM	1
8	AVENUE WINE & LIQUOR, INC	AVENUE WINE & LIQUOR	MICHAEL J BUGALSKI, Agt	4075 S HOWELL AV	Class A Retailer's Intoxicating Liquor License		7/5/2024, 7:00 PM	1
9	LIQEN CORPORATION	COPPER KITCHEN RESTAURANT	XHEVIT ZEQUIRI, Agt	3935 S HOWELL AV	Class B Tavern License	80	7/22/2024, 7:00 PM	1
10	LB LLC	On The Clock	ROBERT J KRAUSE, Agt	4301 S Howell AV	Class B Tavern License	80	9/10/2024, 7:00 PM	1
11	MJMJAS LLC	Day Drink Inn	Mario J Mussatti, Agt	312 W Plainfield AV	Class B Tavern License	74	9/25/2024, 7:00 PM	1
12	GATORS PUB	GATORS PUB	DENNIS D BRATEL, SP	601 E BOLIVAR AV	Class B Tavern License	49	1/19/2025, 6:00 PM	1

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



Tuesday, February 20, 2024



Notice of Public Hearing

Blank Notice

CABRAL VILLARREAL, Ma G, Agent
EL PARAISO RESTAURANT BAR at 4068 S HOWELL Av
Class B Tavern, Public Entertainment Premises and Food Dealer License Applications Requesting
Jukebox, Karaoke, 5 Amusement Machines and Patrons Dancing

Tuesday, March 05, 2024 at 10:20 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 3/5/2024 at 10:20 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	4037 S BURRELL ST	MILWAUKEE, WI 53207-4403
CURRENT OCCUPANT	4040 S HOWELL AVE	MILWAUKEE, WI 53207-4408
CURRENT OCCUPANT	4042 S HOWELL AVE	MILWAUKEE, WI 53207-4408
CURRENT OCCUPANT	4064 S BURRELL ST	MILWAUKEE, WI 53207-4465
CURRENT OCCUPANT	4064A S BURRELL ST	MILWAUKEE, WI 53207-4465
CURRENT OCCUPANT	4067 S BURRELL ST	MILWAUKEE, WI 53207-4464
CURRENT OCCUPANT	4067A S BURRELL ST	MILWAUKEE, WI 53207-4464
CURRENT OCCUPANT	4072 S BURRELL ST	MILWAUKEE, WI 53207-4465
CURRENT OCCUPANT	4073 S BURRELL ST	MILWAUKEE, WI 53207-4464
CURRENT OCCUPANT	4073A S BURRELL ST	MILWAUKEE, WI 53207-4464
CURRENT OCCUPANT	4079 S BURRELL ST	MILWAUKEE, WI 53207-4464
CURRENT OCCUPANT	4080 S BURRELL ST	MILWAUKEE, WI 53207-4465
CURRENT OCCUPANT	4100 S BURRELL ST	MILWAUKEE, WI 53207-4406
CURRENT OCCUPANT	4100 S HOWELL AVE	MILWAUKEE, WI 53207-4410
CURRENT OCCUPANT	4100A S HOWELL AVE	MILWAUKEE, WI 53207-4410
CURRENT OCCUPANT	4101A S HOWELL AVE	MILWAUKEE, WI 53207-4409
CURRENT OCCUPANT	4103 S BURRELL ST	MILWAUKEE, WI 53207-4405
CURRENT OCCUPANT	4106 S BURRELL ST	MILWAUKEE, WI 53207-4406
CURRENT OCCUPANT	4111 S BURRELL ST	MILWAUKEE, WI 53207-4405
CURRENT OCCUPANT	4113A S HOWELL AVE	MILWAUKEE, WI 53207-4409
CURRENT OCCUPANT	4114 S HOWELL AVE	MILWAUKEE, WI 53207-4410
CURRENT OCCUPANT	4121 S BURRELL ST	MILWAUKEE, WI 53207-4405

Blank Notice

Total Records: 22

Radius 250.0 feet and Center of the Circle: 4068 S Howell 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: 2/2/2024

To the License Division of the City of Milwaukee: (Mi Percorso Restaurant LLC)

I, M^{rs} Guadalupe Oabral Villarreal, wish to amend my answer(s) on the application for a

(full legal name)

Public Entertainment license at 4068 S Howell St:

(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: _____
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: Removing - Dabbling by performers - Patrons contest -

Instrumental Musicians - Bands - Disc Jockey
(Check with the License Division before submitting "Other" amendments using this form.)

M^{rs} Guadalupe Oabral Villarreal
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

STAVIN 359564, OFD 359564
Office Use Only: Application #: 359564 Date: 2/2/2024 Initials: (CO) To LC: _____
LC Email: MPD NS HD Initials: _____



BUSINESS LICENSE PLAN OF OPERATION

cci-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:

Restaurant Bar

Do you have any experience operating this type of business? No Yes If yes, explain: server, Barback/Rest.

2. Business Operations

- a. Proposed Opening Date: 01/07/24
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 12/25/23
- 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: _____
- 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: when have events

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: Kitchen, bar Restroom
Outside: 1 Locations: Back Door
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2 / 3 stalls
- 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? 6 and describe the parking security plan: patrol Area
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: patrol Area
- c. Will you have security personnel on premise? No Yes If yes, how many? 2 to 4 and answer the following:
 What are their responsibilities? Make Sure Area is secure ID check pads Down
 Is security equipment used? No Yes If yes, describe Cameras
 List their licensing, certification, or training credentials license to carry weapon and insurance
- d. Will there be security cameras? No Yes If yes, how many? 8 and list locations: outside, Register bar tables Areas Entrance
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID CHECK

6. Percentage of Sales (must total 100%)

Alcohol <u>30</u> %	Food <u>50</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>20</u> %	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 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 for 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: Howell Ave and Waterford Ave
- 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: Hector Espinoza Phone Number: 414 416 9357
 Building Owner Address: 8567 S 76th St

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes (Food Hours Sun to Sat 6am to 2am)

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	6 Am	2 Am	30	2 to 70	NA
Monday	6 Am	2 Am	30	2 to 70	NA
Tuesday	6 Am	2 Am	30	2 to 70	NA
Wednesday	6 Am	2 Am	30	2 to 70	NA
Thursday	6 Am	2 Am	30	2 to 70	NA
Friday	6 Am	2:30 Am	60	2 to 70	NA
Saturday	6 Am	2:30 Am	60	2 to 70	NA

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]
 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: el paraiso Restauran Bar LLC
 Premise Address: 4068 S Howell Ave Milwaukee WI 53207
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.)? Margdalupe Cabral and Hector espinora
 c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
 d) Total amount paid for business \$ 3000
 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 01/01/24 Ends 01/01/25
 b) Monthly rental \$ 3000
 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)? 1

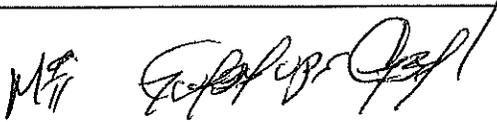
Lease Information (Continued)

- 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

ccl-foodplan 2/28/19

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: el paraiso Restaurant Bar LLC

Premises Address: 4068 S howel Ave Milwaukee WI 53207

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 CONTROL

Will 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: Milk, Cheese, Fish, Shrimp, Chicken
Meat

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:

Mgcv I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

Mgcv 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.

Mgcv 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.

Mgcv 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.

Mgcv 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: X M A [Signature]

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: 4068 S Howell Ave #112 530

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</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 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 checked="" 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 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:
DJ Sound Speakers

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.

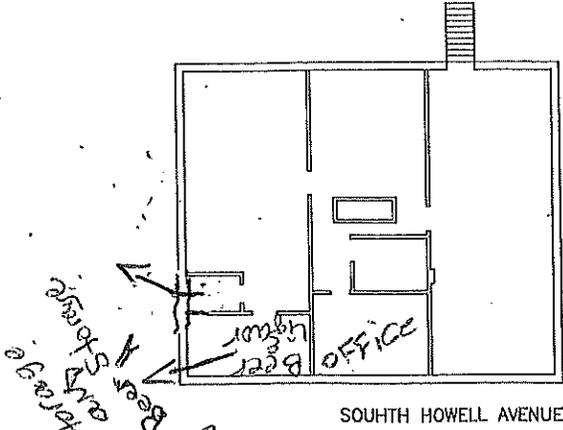
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

X [Signature]
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)



SOUTH HOWELL AVENUE

1 BASEMENT PLAN
 SCALE 1/8" = 1'-0"
 DECEMBER 10TH, 2023

Legal Entity El Paraiso Restaurant Trade Name: El Paraiso Restarant ^{bar}
 Agent: Mrs Guadalupe Cubral ^{bar/lc}

4068 S Howell Avenue
 MILWAUKEE WI. 53207

Tentative
Menu

DESAYUNOS - BREAKFAST

SERVIDOS DE 6:00 AM A 11:00 AM

LA CALETA DESAYUNO ESPECIAL

\$9.75

TENDER STEAK WITH GRILLED ONIONS, BELL PEPPERS AND JALAPENO. SERVED W/ TWO EGGS ANY STYLE, RICE, BEANS AND TORTILLA OR BREAD.

HUEVOS RANCHEROS

\$8.95

SERVED W/ RICE, FRIJOLES AND TORTILLA OR BREAD.

HUEVOS C/ CHORIZO

\$9.50

SERVED W/ RICE, FRIJOLES AND TORTILLA OR BREAD.

HUEVOS C/ JAMON

\$7.00

SERVED W/ RICE, FRIJOLES AND TORTILLA OR BREAD.

HUEVOS A LA MEXICANA

\$8.50

CHILAQUILES (VERDES O ROJOS)

WITH EGGS **\$8.50**

CHILAQUILES (VERDES O ROJOS)

WITH MEAT **\$11.50**



DESSERTS

FLAN NAPOLITANO

\$2.99

RICE PUDDING

\$1.99



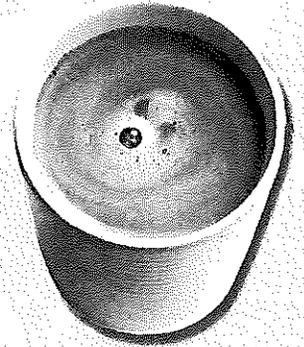
Tentative
Menu

SOFT DRINKS

AGUAS	\$3.25
JUGOS PIÑA, NARANJA & CRANKBERRY	\$3.50
JARRITOS	\$2.00
SODAS EN LATA/ CAN POP	\$1.50



MILK	\$1.59
CHOCOLATE MILK	\$1.79
COFFEE	\$2.00
HOT TEA	\$2.00
GREEN TEA, BLACK TEA, RASPBERRY, CHAMOMILE OR PEPPER MINT.	



DRINKS

MARGARITAS	\$7.00
MICHELADAS	\$7.00
PALOMA	\$9.00
JARRITO LOCO	\$9.00
TEQUILA EN VASO DE BARRO CON CHAMOY, TAJIN Y JUGO DE LIMÓN.	



DOMESTIC BEERS	\$3.00
BUD LIGHT, MILLER LITE, MGD, BUDWEISER O MGD 64.	

IMPORTED BEERS	\$4.00
CORONA, MODELO ESPECIAL, NEGRA MODELO, PACIFICO, TECATE, XX LARGE, HEINEKEN, SOL & MORE.	



PIÑA COLADA	\$8.50
WINES	\$5.70



WHISKY	
CROWNROYAL	\$9.50
BUCHANAN'S 12	\$10.50
BUCHANAN'S 18	\$16.50
BUCHANAN'S 21	\$21.00

SHOTS DE TEQUILA	\$6.00
CHOOSE FROM OVER 40 DIFFERENT .	



*PRICE DO NOT INCLUDE TAX AND PRICES MAY CHANGE WITHOUT NOTICE, 18% WILL BE ADDED TO PARTYS OF 4 OR MORE IN CHECKS OF \$75 OR MORE.

Tentative Menu

PLATILLOS MEXICANOS - MEXICAN DISHES

- BISTEC A LA MEXICANA** \$12.50
SERVED WITH RICE, BEANS, SALAD AND TORTILLAS.
- PECHUGA DE POLLO A LA PLANCHA** \$11.50
SERVED WITH RICE, BEANS, SALAD AND TORTILLAS.
- CIELO, MAR Y TIERRA** \$16.75
TENDER STEAK WITH GRILLED CHICKEN BREAST AND SHRIMP, PICO DE GALLO Y GUACAMOLE. SERVED WITH RICE, BEANS AND TORTILLA.
- MILANESA (POLLO O RES) c/PAPAS FRITAS** \$13.50
SERVED WITH RICE, BEANS, SALAD AND TORTILLAS.
- CARNE ASADA A LA TAMPIQUEÑA** \$15.50
SERVED WITH RICE, BEANS, SALAD, TORTILLAS AND ONE RED ENCHILADA.
- FAJITAS DE POLLO** \$13.50
GENEROUS PORTION OF TENDER CHICKEN BREAST, SAUTEED WITH SLICES OF ONION, TOMATOES AND GREEN PEPPERS. SERVED WITH RICE, BEANS AND A SIDE ORDER OF GUACAMOLE.



MARISCOS - SEAFOOD

SERVED WITH RICE AND SALAD, TORTILLA OR BREAD

- CAMARONES AL GUSTO** \$14.75
A LA DIABLA, PLANCHA, MOJO DE AJO, TEQUILA, EMPANIZADOS O ENCHIPOTLADOS.
- FILETE DE PESCADO** \$12.50
AL GUSTO: A LA DIABLA, PLANCHA, MOJO DE AJO, AL TEQUILA, ENCHIPOTLADOS A LA VERACRUZANA.
- CALETA ESPECIAL** \$18.50
BROILED SALMON, BREADED SHRIMP AND TENDER STEAK.
- MOJARRAS AL GUSTO** \$14.50
A LA DIABLA, MOJO DE AJO, EMPANIZADOS, FRITA O NATURAL.
- HUACHINANGO** \$17.50
AL GUSTO
A LA DIABLA, MOJO DE AJO O ENCHIPOTLADOS.
- SALMÓN c/ VEGETALES** \$14.50
BROILED SALMON, BREADED SHRIMP AND TENDER STEAK.



- FAJITAS DE BISTEC** \$14.50
- FAJITAS DE POLLO Y BISTEC** \$15.50
- FAJITAS DE BISTEC Y CAMARÓN** \$16.50
SERVED WITH RICE, BEANS AND A SIDE ORDER OF GUACAMOLE AND TORTILLA.
- BURRITO DINNER** \$10.50
SERVED WITH RICE AND BEANS.
- TACO DINNER** \$10.50
SERVED WITH 3 TACOS, RICE AND BEANS.
- TORTA DINNER** \$10.50
SERVED WITH RICE AND BEANS.
- CHIMICHANGA DINNER** \$10.50
FLOUR TORTILLA WITH CHICKEN, STEAK OR PORK WITH SOUR CREAM AND GUACAMOLE.
- ENCHILADA DINNER (RED OR GREEN)** \$10.99
SERVED WITH RICE, BEANS, SALAD AND CREAM.

EXTRAS

- ORDEN DE TORTILLA** \$1.50
- ORDEN DE PAN** \$1.25
- ARROZ** \$1.75
- FRIJOL** \$1.75
- ARROZ Y FRIJOL** \$3.50

CALDOS

- CALDO SIETE MARES** \$15.25
- CALDO DE CAMARÓN** \$13.50
- CALDO DE FILETE DE PESCADO** \$11.75
- CALDO PIEDRA A LA MEXICANA** \$14.50
- MOJARRA FRITA**
- CALDO DE LANGOSTINOS A LA MEXICANA** \$17.50
- CALDO DE PESCADO c/ CAMARÓN** \$16.50
- PARRILLADA MARISCOS**

2PPL \$35.95

4PPL \$65.50