



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, September 17, 2020

COMMITTEE MEETING NOTICE


AD 13

REAL PEREZ, Rosa isela, Agent  
Fiesta Garibaldi Asadero LLC  
3621 Cherokee WA

Milwaukee, WI 53221

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

**Tuesday, September 29, 2020 at 02:00 PM**

**Regarding:** Your Class B Tavern License Application as agent  Fiesta Garibaldi Asadero LLC" for "Asadero/Asadero Food Truck" at 3086 S 20th St.

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/945944877>. If you wish to call in, please call +1 (872) 240-3412 and use Access Code: 945-944-877.

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 Celella  
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).

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

Date: 08/21/20  
Officer: Xavier Benitez

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

Name of Premise: Asadero  
Address: 3086 S. 20<sup>th</sup> St  
Phone: 414 349-0200

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

Licensee/Agent: Rosa Real - Perez  
Home Address: 3621 S. Cherokee Way  
City State Zip: Milwaukee WI 53221  
Phone: 414 4695728  
Email: rosaiselarp@hotmail.com

Preferred contact: agent

Location currently open:  YES  NO

Projected open date: early to mid fall

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

Hours of Operation: Sun: 10am-2am 24 hours Y N  
Mon: 10am-2am  
Tue: 10am-2am  
Wed: 10am-2am  
Thu: 10am-2am  
Fri: 10am-2:30am  
Sat: 10am-2:30am

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

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. 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: 6
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. Recorded  Yes  No
20. How long is footage stored for later viewing: 60 days
21. Are there exterior cameras  Yes  No How many: 2
22. Are there interior cameras  Yes  No How many: 4
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot  Yes  No How many 1

**Interior Survey:**

25. What is the planned capacity 99
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: N/A
34. How ill they be deployed: Interior Exterior
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  
 Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

The location is entering the final phases of remodeling, and the agent hopes to be fully opened by the fall. The agent stated that additional cameras may be added in the future.

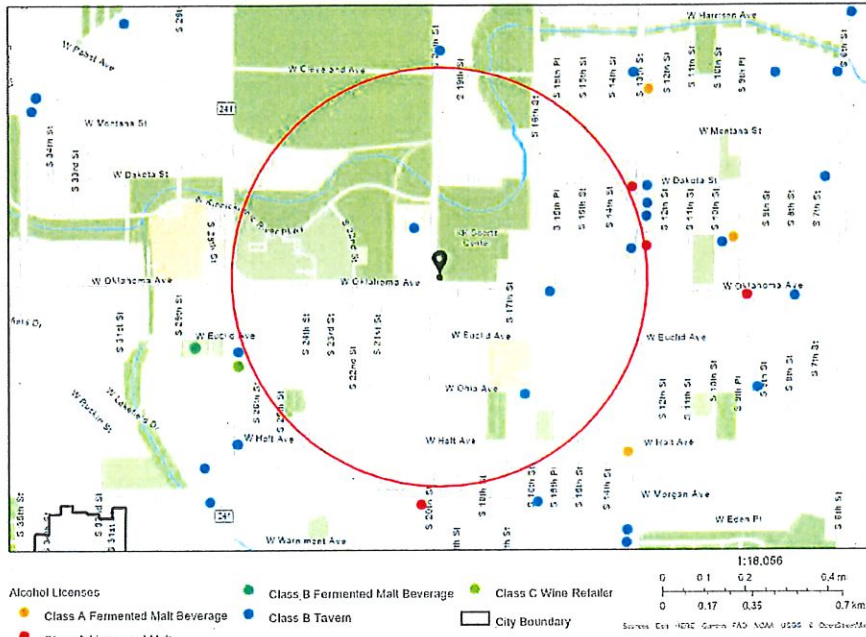


# Concentration Map

3086 S 20th St

Area : 21,862,585.85 ft<sup>2</sup>

Jul 23 2020 12:49:51 Central Daylight Time



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	4		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	JJ STRIPES	JJ STRIPES	JAMES J DORANGRIC HIA, SR, SP	3101 S 15TH PL	Class B Tavern License	55	12/16/2020, 6:00 PM	1
2	GARY J'S PUB	GARY J'S PUB	GARY M JASICKI, SP	3303 S 16TH ST	Class B Tavern License	25	12/19/2020, 6:00 PM	1
3	JOBIN, INC	B & B TAP	PATRICIA L WESTPHAL, Agt	3021 S 13TH ST	Class B Tavern License	49	6/22/2021, 7:00 PM	1
4	Wisconsin Hispanic Scholarship Foundation, Inc.	Mexican Fiesta	Ruben A Burgos, Agt	2997 S 20th ST	Class B Tavern License	420	9/12/2020, 7:00 PM	1

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



Thursday, September 17, 2020

## Licenses Committee Notice of Hearing

ESCOBAR PROPERTIES, LLC  
821B W LINCOLN Av  
Milwaukee, WI 53215

The Licenses Committee will consider the following license application:

Class B Tavern License Application  
REAL PEREZ, Rosa isela, Agent  
Asadero/Asadero Food Truck at 3086 S 20th St

Date: 9/29/2020

Time: 02:00 PM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 29, 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.





Thursday, September 17, 2020

## Licenses Committee Notice of Hearing

Valdemar Escobar  
3621 S Cherokee Way  
Milwaukee, WI 53221

The Licenses Committee will consider the following license application:

Class B Tavern License Application  
REAL PEREZ, Rosa isela, Agent  
Asadero/Asadero Food Truck at 3086 S 20th St

Date: 9/29/2020

Time: 02:00 PM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 29, 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.







Thursday, September 17, 2020



# Notice of Public Hearing

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notice

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REAL PEREZ, Rosa isela, Agent  
Asadero/Asadero Food Truck at 3086 S 20th St  
Class B Tavern License Application

**Tuesday, September 29, 2020 at 2:00 PM**

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 9/29/2020 at 2:00 PM. 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.

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## 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	3140 S 20TH ST 129	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 111	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 112	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 115	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 116	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 203	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 208	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 210	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 212	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 220	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 228	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 231	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 310	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 324	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 328	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 329	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3113A S 19TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3113 S 19TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 108	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 222	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 226	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 230	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 311	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 312	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 325	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 331	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 332	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3119 S 19TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3140 S 20TH ST 130	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 102	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 105	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 113	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 202	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 206	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 217	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 227	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 306	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 313	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 316	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 110	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 117	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 205	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 207	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 209	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 224	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3130 S 20TH ST 304	MILWAUKEE, WI 53215



Total Records: 92

Radius: 250.0 feet and Center of Circle: 3086 S 20th St



**BUSINESS LICENSE PLAN OF OPERATION**

ccl busplan 5/12/2020

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

**1. Type of Business**

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

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

Restaurant with a bar

Do you have any experience operating this type of business?  No  Yes If yes, explain: Own 8 restaurants

**2. Business Operations**

- a. Proposed Opening Date: open without a bar
- 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: Occupancy and Food
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): Fat Valdeys and Fiesta Cafe
- 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: \_\_\_\_\_

**4. Smoking & Sanitation**

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 7 Locations: Restrooms, kitchen, bar, seating  
Outside: 2 Locations: Dumpster, parking lot
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 5 and describe the parking security plan: Security cameras to see lot
- 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? 4 and list locations: Outside parking, Inside kitchen, bar and prep
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>25</u> %	Food <u>15</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		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: \_\_\_\_\_       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 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

### 9. Premises Description

- a. Identify all areas 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  
 (If other, describe: \_\_\_\_\_)
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: Oklahoma Ave
- c. Nearest Major Cross Street: Oklahoma Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories: 2  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Valdemar Escobar Phone Number: 414-349-0200  
 Building Owner Address: 3001 S. Cherokee Way Milwaukee, WI 53201

### 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

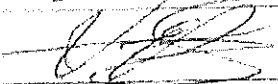
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10am	2am	30	20-60	
Monday	↓	↓	↓	↓	
Tuesday	↓	↓	↓	↓	
Wednesday	↓	↓	↓	↓	
Thursday	↓	↓	↓	↓	
Friday	↓	2:30am	↓	↓	
Saturday	↓	2:30am	↓	↓	

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](http://www.milwaukee.gov/license)

Legal Entity Name: Fiesta Garibaldi Asadero, LLC  
Premise Address: 3086 South 20th Street Milwaukee, WI 53215

**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.)? Owner Valdemar Escobar

c) Are you purchasing the stock and/or fixtures?  No  Yes if yes, amount paid \$ all include in building price

d) Total amount paid for business \$325,000

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

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds its 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 8/15/2019 Ends 8/15/2021

b) Monthly rental \$ 4100.00

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

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

e) For what length of time have you been guaranteed occupancy (number of years)? 24



**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 admission
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain admission

**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):

admission

**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

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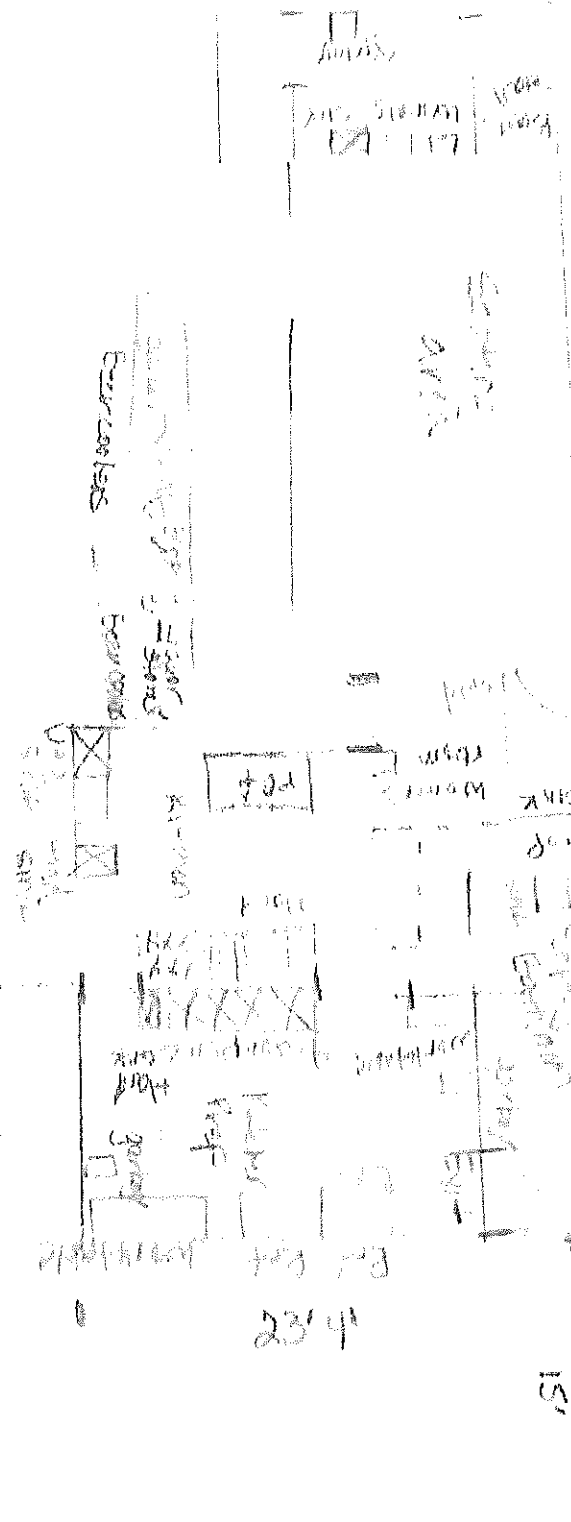
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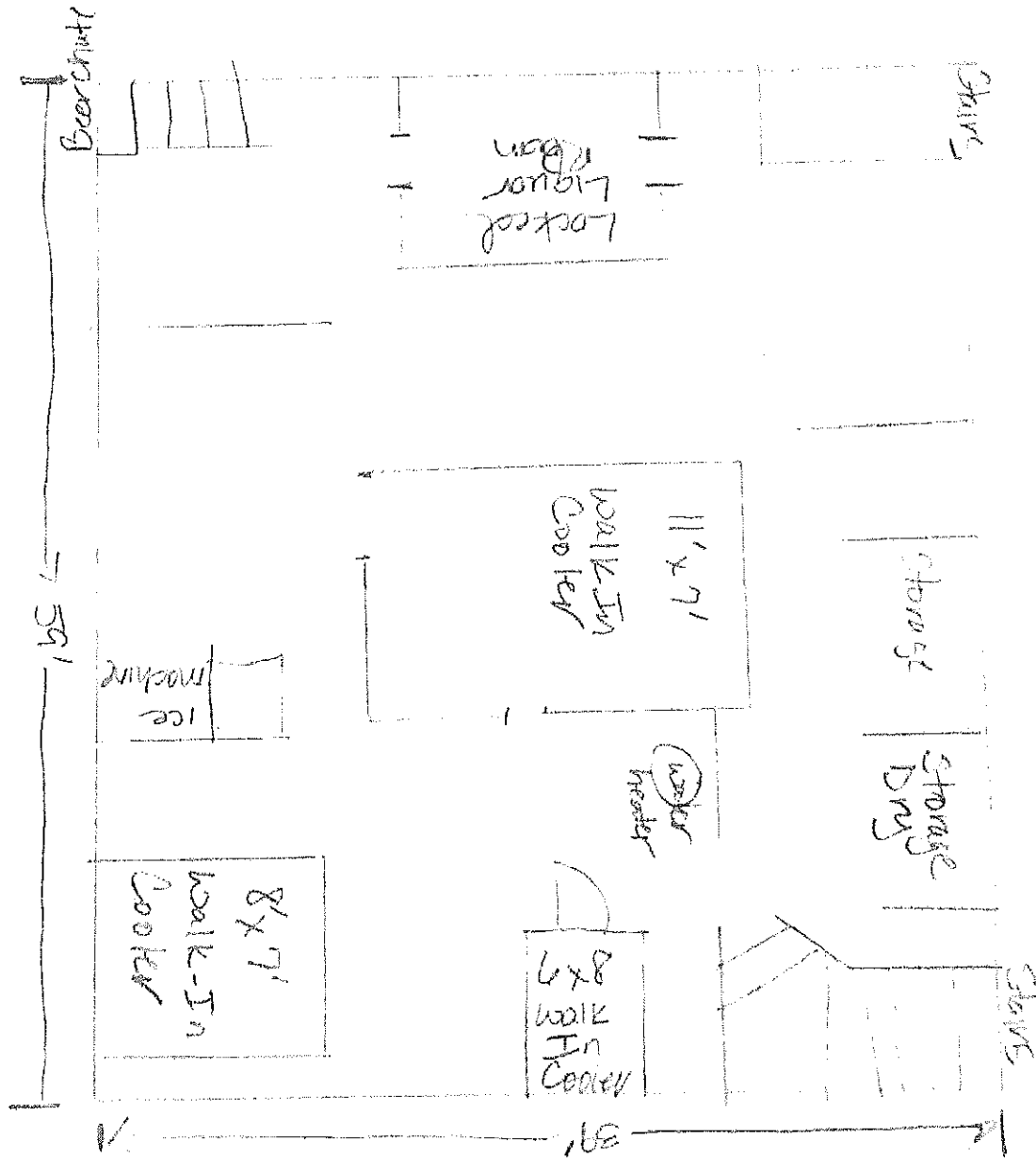
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Basement Storage

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Fiesta Garibaldi Asadero, LLC  
 DBA Asadero's  
 3086 S. 20th  
 Milwaukee, WI 53215

Agent: V. Jose Iseja  
 Prof. Perez

7/9/20

Sq Ft 2300