



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, May 05, 2026

COMMITTEE MEETING NOTICE

AD 08

FLORES, Elma, Agent
J&E GROCERY STORE 2 CORP
486 76TH ST
FRANKSVILLE, WI 53126

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, May 19, 2026 at 10:25 AM

The access code is <https://meet.goto.com/219052765>. Please see the enclosed best practices document for further instructions.

Regarding: Your Food Dealer License Renewal Application as agent for "J&E GROCERY STORE 2 CORP" for "LA HACIENDA" at 2410 W FOREST HOME 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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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

Lopez, Faviola

From: Doherty, Patricia
Sent: Thursday, May 7, 2026 11:12 AM
To: Lopez, Faviola
Subject: FW: Subject: URGENT: Safety Hazard and ADA Access Violation – 2500 W Lincoln Ave

REDACTED
BY
FL

From: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>
Sent: Thursday, April 23, 2026 3:30 PM
To: Zamarripa, JoCasta <JoCasta@milwaukee.gov>; Doherty, Patricia <pdoher@milwaukee.gov>
Cc: Perez, Jose <JoseG.Perez@milwaukee.gov>
Subject: Fw: Subject: URGENT: Safety Hazard and ADA Access Violation – 2500 W Lincoln Ave

Good afternoon,

President Pérez has asked to share with you the email below.
This is in the 8th District.

Best,

Maribel S. Murillo

Legislative Assistant to
Common Council President
José G. Pérez 12th District Alderman
Maribel.Murillo@Milwaukee.Gov
414-286-2861 Office 414-708-3621 Work Cell

Please consider using our [Click for Action](#)

From:
Sent: Thursday, April 23, 2026 10:15 AM
To: Perez, Jose <JoseG.Perez@milwaukee.gov>; Zeidler.PollingLocation <Zeidler@milw.onmicrosoft.com>; dpwmlw <dpwmlw@milwaukee.gov>
Cc: ppajot@milwaukee.gov <ppajot@milwaukee.gov>; Contreras, Eliel <econtr@milwaukee.gov>
Subject: Subject: URGENT: Safety Hazard and ADA Access Violation – 2500 W Lincoln Ave

Some people who received this message don't often get email from
[Learn why this is important](#)

To: jgperez@milwaukee.gov, zeidler@milwaukee.gov, dpwmlw@milwaukee.gov
Cc: ppajot@milwaukee.gov, econtr@milwaukee.gov

Dear Council President Pérez and City Officials,

I am writing with extreme urgency regarding the escalating safety crisis at the intersection of 25th St and W Lincoln Ave, caused by the supermarket at 2512 W Forest Home Ave.

Our : has served the Hispanic community for over 40 years. We specialize in rehabilitating grievously injured workers and auto accident patients, many of whom are post-surgical and highly vulnerable. For these patients, physical safety and ease of access are medical necessities.

We are reporting the following critical violations:

1. **Blockage of Medical Access:** Freight trucks consistently park in the middle of 25th Street, completely blocking our patient entrances and designated post-surgery parking.
- 2.
3. **Safety & Crashes:** The congestion is so severe that we have witnessed vehicle crashes. The neighborhood's narrow streets, already constrained by residential parking, cannot accommodate these large trucks.
- 4.
5. **Hostility and Verbal Abuse:** When our staff or vulnerable patients attempt to enter or exit, truck operators respond with verbal abuse and refusal to move. This is creating a traumatizing environment for patients already seeking refuge after traumatic injuries.
- 6.
7. **Failure to Follow Site Plan:** We are certain the approved site plan required deliveries via the former Walgreens drive-through. This area is currently used for employee parking, forcing freight trucks onto the public road.
- 8.
9. **Community Disruption:** Constant hooting, traffic hold-ups during school bus hours, and persistent neighborhood conflict have become a daily occurrence.

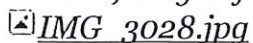
We support local business, but the current operations are placing our patients and other drivers at risk. We request that **DNS enforce the site plan loading requirements** and that **DPW install "No Loading/No Parking" signs** at our clinic's specific entry and exit points to ensure our patients can safely receive the care they need.

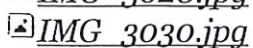
I am attaching photos from this morning alone showing one freight truck completely blocking both our entrances on (25th street). Our patients were calling in because they were "wedged in" between multiple trucks and had an anxiety attack having just been in an accident. Another freight truck blocking 25th street while offloading with a forklift. Traffic became hostile having to turn around back into W Lincoln Ave. We hoped after the business settled in, they would utilize their approved site plan for deliveries but have failed to do so.


We can do better, we should do better...with your help.


Sincerely,


Be Well, Stay Safe!


 IMG_3028.jpg

 IMG_3030.jpg

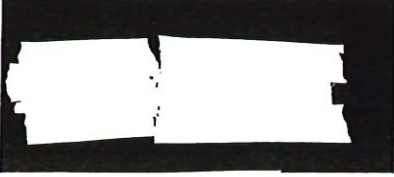
 IMG 2323.jpg

 IMG 1522.jpg

 IMG 3026.jpg

 IMG 3027.jpg

**REDACTED
BY**















4807

LIGHTHOUSE
TRUCKING



CAUTION
THIS VEHICLE
MAKES
WIDE TURNS

790529



4807

LIGHTHOUSE
TRUCKING

CAUTION
THIS VEHICLE
MAKES
WIDE TURNS

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/15/26
LICENSE TYPE: FOOD
NEW:
RENEWAL:

No. 392290
Application Date:

License Location: 2410 W Forest Home
Business Name: J & E Grocery

Licensee/Applicant: Flores, Elma
(Last Name, First Name, MI)
Date of Birth: 04/05/83

Home Address: 486 76th St
City: Franksville State: WI Zip Code: 53126
Home Phone:

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

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

1. On 11/07/25 at 3:30p.m., Milwaukee Police were dispatched to a Theft at 2410 W. Forest Home. The business called regarding a subject who stole pallets from the rear of the business.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2511070043

OtherEvent #: 25-LP-5052

Incident

2410 W FOREST HOME AV Milwaukee, WI 53215

Incident Date/Time:: 11/07/2025 03:30:00
CAD Number:: P2511070340
District:: 2
Beat:: 250
Reporting Area:: 5896

Business Agent (1)

FLORES, ELMA

Person Involvement: (Must choose Agent
AGENT from drop down):
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-840-4560
Phone 1 Type:: Phone
Address:: 2410 W FOREST HOME AV
City:: Milwaukee
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

SUPERMERCADO LA HACIENDA

Phone 1 Number:: (414)-210-3419
Phone 1 Type:: Home
Address:: 2410 W FOREST HOME AV
City:: Milwaukee
State:: WI
Zip Code:: 53215
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Martinez Avila, Cristobal M 028474

11/07/2025

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2511070043

OtherEvent #: 25-LP-5052

This report is submitted by Police Officer Cristobal M. AVILA, assigned to District Two, Day shift, Squad 2150 (PO Matthew SCOTT and I). On Friday, November 07, 2025, Squad 2150 (PO SCOTT and I) were dispatched to La Hacienda (2410 W Forest Home AV) which is located in the City and County of Milwaukee for a Theft.

On scene officer spoke to the caller/Manager of the store, Hermelindo MOTA-PILAR (W/M, 10-28-1984) who stated he called about a trouble with subject/theft. MOTA-PILAR stated he wanted to report a white pick up truck, who came into the rear of the parking lot, and took several wooden pallets.

MOTA-PILAR stated the business did not want to be a victim of the theft, but just wanted the incident to be documented.

MOTA-PILAR provided officers of a blurry picture of the white older GMC pickup with a BL WI: 228880. Officers completed DOT check and revealed, the license plate (2002 GMC SIERRA K1500, GRAY IN COLOR, 2GTEK19T541232560) and was expired/cancelled (09-30-2021), and was last registered in Janesville, WI.

The listed business was up to date with licenses and permits.
The listed business was cooperative with officers.

End of report.

Officer (2)

Reporting Officer:	Martinez Avila, Cristobal M (028474)	11/07/2025 09:37:00
Section: (Work Location):	21	
Approving Officer:	Slowinski, Thomas J (017114)	11/07/2025 15:34:37
Section: (Work Location):	21	



Tuesday, May 05, 2026



Notice of Public Hearing

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FLORES, Elma, Agent
La Hacienda at 2410 W FOREST HOME Av
Food Dealer License Renewal Application

Tuesday, May 19, 2026 at 10:25 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 5/19/2026 at 10:25 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2213 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2214 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2216 S MUSKEGO AVE	MILWAUKEE, WI 53215-2546
CURRENT OCCUPANT	2217 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2217A S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2220 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2221 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2221A S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2222 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2222 S MUSKEGO AVE	MILWAUKEE, WI 53215-2546
CURRENT OCCUPANT	2222A S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2223 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2224 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2227 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2227A S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2228 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2229 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2230 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2231 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2231A S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2233 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2233A S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2234 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2234 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2234 S MUSKEGO AVE	MILWAUKEE, WI 53215-2546
CURRENT OCCUPANT	2234A S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2234A S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2235 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2235 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2237 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2237A S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2238 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2239 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2239A S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2240 S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2240A S 25TH ST	MILWAUKEE, WI 53215-2511
CURRENT OCCUPANT	2241 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2242 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2243 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2244 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2245 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2245 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2245A S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2246 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2247 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2248 S 26TH ST	MILWAUKEE, WI 53215-2515

CURRENT OCCUPANT	2249 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2249 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2250 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2251 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2252 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2253 S 25TH ST	MILWAUKEE, WI 53215-2510
CURRENT OCCUPANT	2253 S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2253A S MUSKEGO AVE	MILWAUKEE, WI 53215-2545
CURRENT OCCUPANT	2254 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2256 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2258 S 26TH ST	MILWAUKEE, WI 53215-2515
CURRENT OCCUPANT	2504 W FOREST HOME AVE# 1	MILWAUKEE, WI 53215-2941
CURRENT OCCUPANT	2504 W FOREST HOME AVE# 2	MILWAUKEE, WI 53215-2941
CURRENT OCCUPANT	2504 W FOREST HOME AVE# 3	MILWAUKEE, WI 53215-2941
CURRENT OCCUPANT	2504 W FOREST HOME AVE# 4	MILWAUKEE, WI 53215-2941
CURRENT OCCUPANT	2510 W LINCOLN AVE# 1	MILWAUKEE, WI 53215-2550
CURRENT OCCUPANT	2510 W LINCOLN AVE# 2	MILWAUKEE, WI 53215-2550
CURRENT OCCUPANT	2510 W LINCOLN AVE# 3	MILWAUKEE, WI 53215-2550
CURRENT OCCUPANT	2510 W LINCOLN AVE# 4	MILWAUKEE, WI 53215-2550
CURRENT OCCUPANT	2524 W LINCOLN AVE	MILWAUKEE, WI 53215-2575
CURRENT OCCUPANT	2524A W LINCOLN AVE	MILWAUKEE, WI 53215-2575

Blank Notice

Total Records: 67

Radius 250 feet and Center of the Circle: 2410 W Forest Home Av



FOOD DEALER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

FLORES, Elma, Agent
J&E GROCERY STORE 2 CORP
486 76TH ST
Franksville WI 53126

License # FOOD 16125

Fee: \$2,350.00

SECTION 1 – CHANGES TO THE PLAN OF OPERATION?

Are there any changes to the current hours of operation? No Yes

If yes, describe: _____

Your current hours of operation are listed on your current license.

Please note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.

Are there any changes in your plans to address litter, noise, and/or security? No Yes

If yes, describe: _____

Are there any changes to your current plan of operation or floor plan*? No Yes

If yes, describe: _____

*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information. However, a "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

SECTION 2 - ACKNOWLEDGEMENT & SIGNATURE

Your current food license includes the following business operations: **Processing, Hazardous Foods, Sales > \$2,000,000**

Except for any changes listed in Section 1 or 2 above, I confirm that no changes are being made to the business operations for the next renewal period.

JOSE ZAPATA
Signature of Sole Proprietor; a Partner, or if a Corporation or LLC, the Agent must sign