



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, September 17, 2020

COMMITTEE MEETING NOTICE

AD 12

Joel Velasco Garcia

2903 S 9th St

Milwaukee, WI 53215

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

Tuesday, September 29, 2020 at 09:00 AM

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Jukebox, Karaoke, Patrons Dancing, and 1 Pool Table for "El Pelon Bar" at 1832 S 13TH 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: P.O. Vodicka

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

Name of Premise: El Peon  
Address: 1832 S 13<sup>th</sup> St  
Phone:

Owner: Joel VELASCO GARCIA  
Owner address: 2903 S 9<sup>th</sup> St  
City State Zip: Milwaukee, WI 53215  
Owner Phone: 414-758-8673  
Owner email: none

Licensee/Agent: Same  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Joel VELASCO GARCIA

Location currently open:  YES  NO

Projected open date: 8am

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

Hours of Operation: Sun: 3p-2a 24 hours Y N  
Mon: 3p-2a  
Tue: 3p-2a  
Wed: 3p-2a  
Thu: 3p-2a  
Fri: 3p-230a  
Sat: 3p-230a

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
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. Street parking  Yes  No
7. Is there a parking lot  Yes  No
8. Is the parking lot clean?  Yes  No
9. Is the parking lot well lit?  Yes  No
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No
  - b. Will this lot have cameras?  Yes  No
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many: Plan for installing 3
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
20. How long is footage stored for later viewing:
21. Are there exterior cameras  Yes  No How many: plan to install 3
22. Are there interior cameras  Yes  No How many: plan to install 3

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

**Interior Survey:**

25. What is the planned/posted capacity 25-30  
 26. What is the minimum number of employees that will be on premise 2-3  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
     a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 31. Does the owner know how to contact their police district directly?  Yes  No  
     a. Did you provide a district contact guide to the owner?  Yes  No

**Security**

32. How many security personnel are going to be employed: 1  
 33. How will they be deployed: Interior x Exterior  
 34. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 35. Will the security be managed by business  or contracted   
 36. Will they be armed  Yes  No  
 37. What type of security measures will be used:  
      Wanding/metal detector  
      ID Scanner  
      Dress Code  
      Cover Charge  
      Age restriction  
      Other  
 38. When at capacity, how will the overflow crowd be managed? security/bartender  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Licensee is unsure if he will contract or employee security. Hours of operation may be amended on license.



1832 S 13th ST

Summary

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

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Harjodh, Inc	Mi Pueblo	Harpreet S Chawla, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		10/23/2020, 7:00 PM	1
2	MITCHELL BEVERAGE, LLC	SAM'S LIQUOR	RUPINDER KAUR, Agt	732 W HISTORIC MITCHELL ST	Class A Malt & Class A Liquor License		11/29/2020, 6:00 PM	1
3	GP Food Market LLC	Los Amigos	KARAMVIR K DHALIWAL, Agt	2100 S 13TH ST	Class A Fermented Malt Beverage Retailer's License		11/27/2020, 6:00 PM	1
4	El Sunami II, LLC	Sunami	Ociel Escobar Luvianos, Agt	2222 S 13TH ST	Class B Tavern License	49	4/19/2021, 7:00 PM	1
5	TENTACIONE S	TENTACIONE S	MARTIN R SAAVEDRA, SP	600 W MAPLE ST	Class B Tavern License	75	4/17/2021, 7:00 PM	1
6	Paul's Liquor LLC	Paul's Liquor	AGIAPAL SINGH, Agt	1600 W Becher ST	Class A Malt & Class A Liquor License		11/27/2020, 6:00 PM	1
7	SAN JOSE, LLC	CLUB GUADALAJARA	GUILLERMO RODRIGUEZ, Agt	1135 W LAPHAM BL	Class B Tavern License	240	11/23/2020, 6:00 PM	1
8	Carnitas Machetes	Carnitas Machetes	Alberto Morales, SP	2000 S 8th ST	Class B Tavern License		12/6/2020, 6:00 PM	1
9	The Clem-Pank Group LLC	On My Way Home	DEBI DAMRON, Agt	2079 S 8th ST	Class B Tavern License	71	11/17/2020, 6:00 PM	1
10	Greater Milwaukee Association of the Deaf Inc	Greater Milwaukee Association of the Deaf	JOHN P MURPHY, Agt	1725 S 11th ST	Class B Tavern License	129	1/16/2021, 6:00 PM	1
11	EL LUCERO LIQUOR, INC	EL LUCERO LIQUOR	HANIN K ABDELRAHIM, Agt	1132-A W LINCOLN AV	Class A Malt & Class A Liquor License		6/5/2021, 7:00 PM	1
12	El Barril	El Barril	JOSE L TERRONES, SP	1400 W ORCHARD ST	Class B Tavern License	59	6/13/2021, 7:00 PM	1
13	KOZ'S MINI BOWL, INC	KOZ'S MINI BOWL	CAROL J KOSAKOSKI, Agt	2078 S 7TH ST	Class B Tavern License	80	7/13/2020, 7:00 PM	1
14	La Borincana Restaurant Inc	La Borincana Restaurant	Santa I Fret, Agt	1820 S 13th ST	Class B Tavern License	49	1/19/2021, 6:00 PM	1
15	Colombia Tropical	Colombia Tropical	RODRIGO DIEZ, Agt	1629 S 10TH ST	Class B Tavern License	90	7/9/2021, 7:00 PM	1
16	1110 Corp	Greenfield Pantry	Michael J Widmann, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		8/11/2020, 7:00 PM	1
17	Las Tres Esquinas Bar	Las Tres Esquinas Bar	Sulema Vazquez, SP	1586 S Pearl ST	Class B Tavern License	25	8/1/2020, 7:00 PM	1
18	Mi Super Foods, & Liquor Inc	Mi Super Foods & Liquor	Gurinder S Nagra, Agt	2200 S 13th ST	Class A Malt & Class A Liquor License		1/19/2021, 6:00 PM	1

19	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	2/27/2021, 6:00 PM	1
20	Restaurante El Local LLC	Restaurante El Local	JESUS SOTO CRUZ, Agt	1801 S 11th ST	Class B Fermented Malt Beverage Retailer's License		7/4/2021, 7:00 PM	1
21	Tacos Gemelos Restaurant LLC	Los Gemelos Tacos	Juan G Antunez Gomez, Agt	1116 W HISTORIC MITCHELL ST	Class B Tavern License	49	7/22/2021, 7:00 PM	1
22	QUALITY DISCOUNT, LLC	QUALITY DISCOUNT	OMAR A ALI, Agt	738 W HISTORIC MITCHELL ST	Class A Fermented Malt Beverage Retailer's License		8/19/2020, 7:00 PM	1
23	Acosta Restaurant LLC	El Tlaxcalteca Restaurant	Evaristo Acosta Pena, Agt	1300 W Burnham ST	Class B Tavern License		9/25/2020, 7:00 PM	1
24	Jazz's Club 69 LLC	Club 69	Yazmin Fernandez Otero, Agt	1663 S 11TH ST	Class B Tavern License	45	2/9/2021, 6:00 PM	1
25	El Pacifico Nightclub LLC	El Pacifico Nightclub	JUAN P SALAS, Agt	2000 S 13th ST	Class B Tavern License	160	2/27/2021, 6:00 PM	1
26	SHORTY'S CATERING, INC	SHORTY'S CATERING & RESTAURANT	ELISA MALDONADO, Agt	2075-79 S 13TH ST	Class B Tavern License	156	9/20/2020, 7:00 PM	1
27	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/19/2021, 7:00 PM	1
28	BUCKAROO LTD	Bryant's Cocktail Lounge	JOHN M DYE, Agt	1579 S 9th ST	Class B Tavern License	99	4/7/2021, 7:00 PM	1
29	Mi Pais LLC	Mi Pais	GRACIELA HERNANDEZ, Agt	1401 W GREENFIELD AV	Class B Tavern License		9/28/2020, 7:00 PM	1
30	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	11/7/2020, 6:00 PM	1
31	PEOPLES INN	PEOPLES INN	MARIA M RODRIGUEZ, SP	1139 W MAPLE ST	Class B Tavern License	45	11/7/2020, 6:00 PM	1
32	Century Beverage Group LLC	Don Julio's	Maria J Ramirez, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License	80	10/22/2020, 7:00 PM	1

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





Thursday, September 17, 2020

## Licenses Committee Notice of Hearing

Josefina Ramos  
Vicente Ramos  
1904 S 13th St  
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications  
Requesting Jukebox, Karaoke, Patrons Dancing, and 1 Pool Table  
Joel Velasco Garcia  
El Pelon Bar at 1832 S 13TH St

Date: 9/29/2020

Time: 09:40 AM

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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VELASCO GARCIA, Joel

El Pelon Bar at 1832 S 13TH St

Class B Tavern and Public Entertainment Premises License Applications Requesting Jukebox,  
Karaoke, Patrons Dancing, and 1 Pool Table

**Tuesday, September 29, 2020 at 9:40 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 9/29/2020 at 9:40 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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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	1821A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1816 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1900 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1925A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1822 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1824 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1818 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1815 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1814 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1227 W MAPLE ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1805 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1928A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1916 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1910 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1910A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1904 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1830 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1929A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1919 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1829 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1925 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1907 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1914 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1826 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1820 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1928 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1914 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1906 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1909 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1835A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1919A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1912 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1912 S 12TH ST A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1826 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1825 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1821 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1812A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1810 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1801 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1928C S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1922 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1829A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1900A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1824A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1819A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1830A S 13TH ST	MILWAUKEE, WI 53204

CURRENT OCCUPANT	1915 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1908 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1824 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1819 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1811 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1924 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1924A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1929 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1925 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1905A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1835 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1831 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1915 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1928B S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1920 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1900A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1828A S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1832 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1832A S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1908 S 12TH ST A	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1828 S 12TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1812 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1828 S 13TH ST	MILWAUKEE, WI 53204
CURRENT OCCUPANT	1905 S 12TH ST	MILWAUKEE, WI 53204

blank notice

Total Records: 70

Radius: 250.0 feet and Center of Circle: 1832 S 13th 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:

Tavern

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

## 2. Business Operations

- a. Proposed Opening Date: July 1, 2020
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: June 1, 2020
- 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: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 2 Locations: behind the bar, Entrance, Bathrooms  
Outside: 1 Locations: Back of the building
- 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? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 6 and list locations: 3 inside  
3 Outside
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe Manager

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

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>10</u> %	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 85 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Burnham
- 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: Vicente Ramos Phone Number: 414-643-4773  
 Building Owner Address: 1904 South 13<sup>th</sup> Street

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

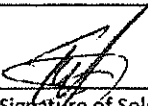
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	3pm	2am	20-25	21 & up	None
Monday	3pm	2AM	20-25	21 & up	None
Tuesday	3pm	2AM	20-25	21 & up	None
Wednesday	3pm	2AM	20-25	21 & up	None
Thursday	3pm	2AM	20-25	21 & up	None
Friday	3pm	2:30am	30-40	21 & up	None
Saturday	3pm	2:30am	30-40	21 & up	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)

  
 Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
 (If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)

\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

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





# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Joel Velasco Garcia

Premise Address: 1832 South 13th Street Milwaukee WI 53204

### 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
  - c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ \_\_\_\_\_
  - d) Total amount paid for business \$ 0
  - 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 7-1-2020 Ends July 1 2021
- b) Monthly rental \$ 1,000
- 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)? sdg 2 years

**Lease Information (Continued)**

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain sdjgsdfg
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain sdjgsdfg

**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):  
sdjgsdf

**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



# 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](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

**PREMISES ADDRESS:** 1832 S 13th St Milwaukee WI 53204

**TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)**

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1</u>	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

*Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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:

**LEGAL CAPACITY OF PREMISES**

85 (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: 60. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**ACKNOWLEDGEMENT/SIGNATURE**

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

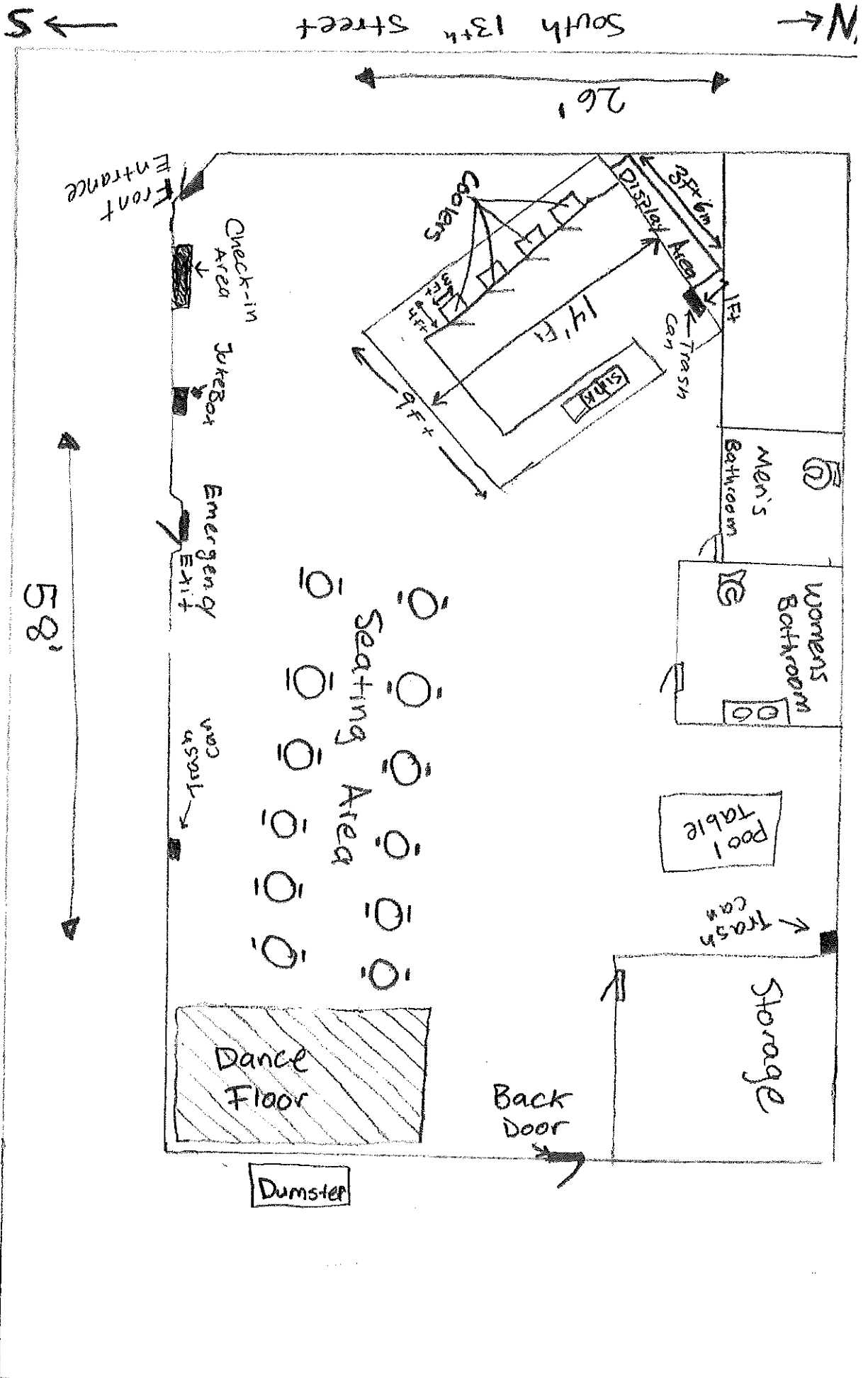
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

\_\_\_\_\_  
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)



Joel Velasco Garcia  
 "El Pelon Bar"  
 1832 South 13th Street  
 Date: July 13, 2020

Total  
 Square  
 Footage =  
 1,508