



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

Thursday, August 21, 2025

COMMITTEE MEETING NOTICE

AD 12

HERNANDEZ VAZQUEZ, Marco ANTONIO, Agent
SEAFOOD AND GROCERY STORE LLC
1948 W FOREST HOME AV
Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, September 09, 2025 at 09:00 AM

The access code is <https://meet.goto.com/807203013>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Fermented Malt License Application as agent for "Seafood and Grocery Store LLC" for "SEAFOOD AND GROCERY STORE" at 1948 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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with
warrants or unpaid fines:**

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

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

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

JIM OWCZARSKI, CITY CLERK

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



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2236 S 31ST ST
Milwaukee, WI 53215

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**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



Fire Department

June 2, 2025

Aaron Lipski
Chief

Joshua Parish
Assistant Chief
David Hensley
Assistant Chief
Schuyler Belott
Assistant Chief



Alderman José Pérez
Common Council President
12th District Alderman
Room 205
200 East Wells Street
Milwaukee, WI 53202

Dear Common Council President Pérez:

The Milwaukee Fire Department was made aware of an application for a license to sell liquor at a location that is a troublingly short distance from one of our key fire safety educational functions, the Survive Alive House, located at 2059 South 20th Street. The address requesting the liquor license is 1948 West Forest Home Avenue.

It is at the Survive Alive House that we carry out the education of every second and fifth grade student on crucial fire safety and escape lessons. While not a school in the strictest sense, the building is owned and cohabitated for the purpose of education by both the Milwaukee Public School System and the Milwaukee Fire Department.

It is worth exploring whether the current ordinance prohibiting the sale of liquor within 300 feet of a school's main entrance might apply here. An unofficial evaluation suggests the distance between both buildings' main points of entry is only about 183 feet. I believe this would be included in the Department of Neighborhood Services' report on the matter. I am happy to answer any additional questions that you might have on the matter.

Sincerely,

AARON LIPSKI
Chief

AL/cf



Cox, Andrew

From: Milano, Marissa
Sent: Wednesday, June 4, 2025 2:35 PM
To: Cox, Andrew
Cc: Cooney, Jim; Lopez, Faviola
Subject: FW: Fire Chief Lipski is seeking consideration of denial of a liquor license for 1948 W Forest Home Av
Attachments: CC Pres Jose Perez - liquor license at 1948 W Forest Home Av - proximity to SAH.pdf

Please add

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

From: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>
Sent: Monday, June 2, 2025 11:37 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>
Subject: FW: Fire Chief Lipski is seeking consideration of denial of a liquor license for 1948 W Forest Home Av

Can you please add this to the file.

Thank you,

Maribel Murillo

Legislative Assistant | Common Council President José G. Pérez
City Hall 200 E. Wells Street room 205 Milwaukee, Wisconsin 53202
Office: 414-286-2861
Cell: 414-708-3621
Maribel.Murillo@Milwaukee.gov

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

From: FINGER, CHERYL <cfinger@milwaukee.gov>
Sent: Monday, June 2, 2025 11:19 AM
To: Perez, Jose <JoseG.Perez@milwaukee.gov>
Cc: Murillo, Maribel <Maribel.Murillo@milwaukee.gov>; LIPSKI, AARON <ALIPSK@milwaukee.gov>
Subject: Fire Chief Lipski is seeking consideration of denial of a liquor license for 1948 W Forest Home Av

Common Council President Pérez:

Attached is a letter of concern from Fire Chief Lipski regarding a liquor license application for 1948 W Forest Home Av which is in very close proximity to the Survive Alive House (SAH). He would appreciate if it could be investigated to discern if the ordinance prohibiting the sale of liquor within 300 feet of a school's main entrance might apply. Even though the SAH isn't a traditional school, it serves as education to second and fifth graders and is run in cooperation with MPS and the MFD.

Please let him know if you have any questions on this concern and request.
Thank you for your time.



Cheryl Finger

Administrative Services Coordinator
Assistant to the Chief and Assistant Chiefs
City of Milwaukee, Milwaukee Fire Department
711 West Wells Street, 3rd Floor, Milwaukee, WI 53233
Office: 414-286-8949 | Fax: 414-286-5213

Date:04/23/25
Officer: VODICKA

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

Name of Premise: Seafood & Grocery Store
Address: 1948 W Forest Home Av
Phone: 414-349-4652

Owner: Marco HERNANDEZ-VAZQUEZ
Owner address:2236 S 31st St
City State Zip: Milwaukee, WI 53215
Owner Phone: 414-349-4652
Owner email: Marco235375@gmail.com

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

Preferred contact: Same

Location currently open: ☒ YES ☐ NO

Projected open date:

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

Hours of Operation: Sun: 8a-8p ☐24 hours ☐Y ☐N
Mon: "
Tue: "
Wed: "
Thu: "
Fri: "
Sat: "

Premise Type: ☐Liquor Store
☒Convenience Store
☐Other:

Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: A #:
Tobacco: ☐ Yes ☒ No #:
Food: ☐ Yes ☒ No #:
Extended Hours: ☐ Yes ☒ No #:
Secondhand Dealer: ☐ Yes ☒ No Type: #:
Other: ☐ Yes ☒ No Type: #:
Other: ☐ Yes ☒ No Type: #:

Who is your alcohol distributor? No distributor as of yet

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
 - a. ☐ Park
 - b. ☒ School
 - c. ☐ Youth Center
 - d. ☒ Church
 - e. ☐ Tavern(s) If so, how many
 - f. ☒ Residential
 - g. ☒ Other businesses
 - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☐ Yes ☒ No
4. Can you see the employees inside of the location from the outside ☐ Yes ☒ No
5. Are exterior windows free of signage ☐ Yes ☒ No
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☐ No
8. Is the parking lot well lit? ☐ Yes ☐ No
9. Are there areas where a person could conceal themselves ☐ Yes ☒ No
10. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
11. Exterior Payphone? ☐ Yes ☒ No
12. Are there No Loitering Signs posted? ☒ Yes ☐ No
13. Are there exterior security cameras ☒ Yes ☐ No How Many: 4
14. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

15. Does this location have security cameras? ☒ Yes ☐ No
16. Are they in working order? ☒ Yes ☐ No
17. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. VCR ☐ Yes ☐ No
 - d. Recorded ☒ Yes ☐ No
18. How long is footage stored for later viewing: 30 days
19. Are there exterior cameras ☒ Yes ☐ No How many: 4
20. Are there interior cameras ☒ Yes ☐ No How many: 4
21. Do all employees know how to retrieve recorded digital images/footage? ☒ Yes ☐ No

Interior Survey:

22. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☒ Yes ☐ No
23. Is the interior of the location neat and clean? ☒ Yes ☐ No
24. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
25. Is there a lockable area that separates employees from customers? ☐ Yes ☒ No
26. Does the store sell single chore boy? ☐ Yes ☒ No
27. Does the store sell blunt wraps? ☒ Yes ☐ No
28. Does the store sell scales? ☐ Yes ☒ No
29. Does the store sell items that may be used as crack pipes? ☐ Yes ☒ No
a. Describe item N/A
30. Does the store have an over abundance of sandwich baggies: ☐ Yes ☒ No
31. Does the owner understand that these items are often used for drug use? ☒ Yes ☐ No
32. Do the products in the store appear to be new and rotated often? ☒ Yes ☐ No
33. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ No
34. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

Complete this section if alcohol establishment is a convenience store:

(** Read full ordinance for all details "68-55 Convenience Food Stores")

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

1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☒ No **
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees? ☐ Yes ☒ No
3. Does the store maintain one of the following on the licensed premise:
 - a. A safe that was in use at the convenience food store on August 17, 1994? ☐ Yes ☒ No
 - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department? ☐ Yes ☒ No
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise? ☐ Yes ☐ No ☒ N/A
5. Are at least two high-resolution surveillance security cameras installed? ☒ Yes ☐ No
6. Are the security cameras in working order? ☒ Yes ☐ No
7. Does one camera show an overall view of the counter and register area? ☒ Yes ☐ No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store? ☒ Yes ☐ No
9. Are the camera views obstructed by fixtures or displays? ☐ Yes ☒ No
10. Is the recorded footage stored for at least 30 days? ☒ Yes ☐ No (Unknown)
11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody? ☒ Yes ☐ No
12. Are customer entrances/exits made of glass or other transparent material? ☒ Yes ☐ No
 - a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☒ No

a. Contact Community Outreach and Education at 935-7836 for schedule.

Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

- a-1. The store is located in an enclosed shopping structure, enclosed commercial building or hospital. A convenience food store is not in an enclosed structure or building if a customer can enter it directly from the outside.

Does store conform to a-1 ☐ Yes ☒ No

- a-2 The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.

Does store conform to a-2 ☐ Yes ☒ No

- a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.

Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2? ☐ Yes ☒ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Licensee plans on removing shelving and other items in front of windows and doors.

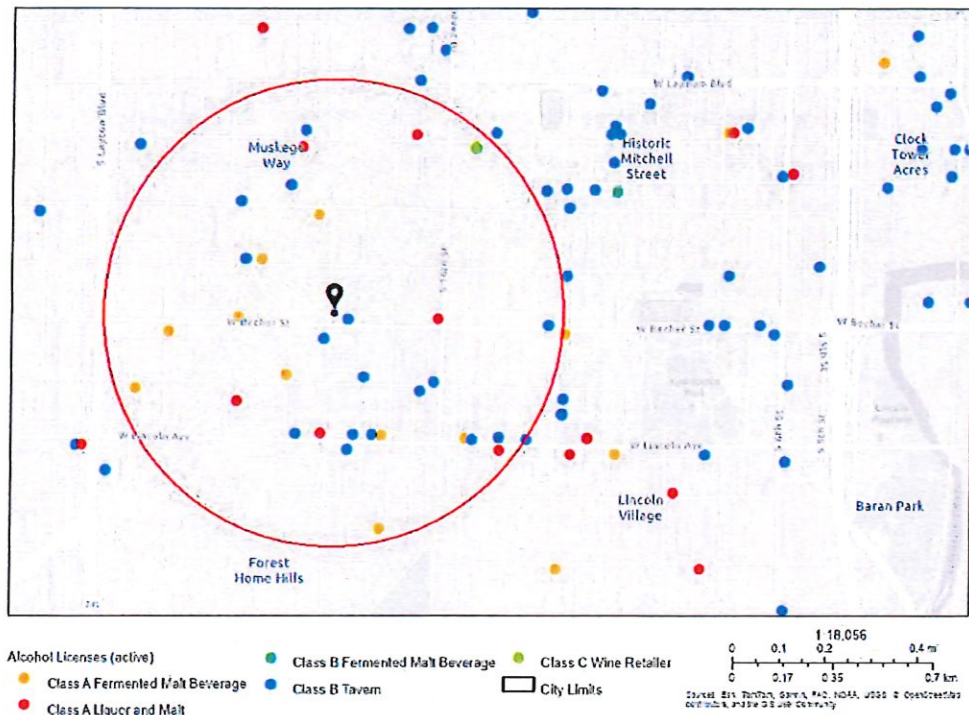


Concentration Map 1948 W Forest Home Ave

Area of Interest (AOI) Information

Area : 21,862,585.89 ft²

Apr 21 2025 15:13:44 Central Daylight Time



1948 W Forest Home Ave

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	33		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Farida, LLC	South Ave Foods	Thaher M Qatoun, Agt	2108 S 25TH ST	Class A Fermented Malt Beverage Retailer's License		5/5/2025, 7:00 PM	1
2	KOTHALA, LLC	SOUTHSIDE BEER & LIQUOR	JASBIR S PANU, Agt	1434 W WINDLAKE AV	Class A Malt & Class A Liquor License		6/13/2025, 7:00 PM	1
3	TEDDY'S INCOME, INC	SHARI'S STILL	SHERYL L LARSON, Agt	1834 S 23RD ST	Class B Tavern License	49	5/19/2025, 7:00 PM	1
4	EL ATORON LLC	EL ATORON	Everardo Gutierrez Garnica, Agt	1428 W LINCOLN AV	Class B Tavern License		6/12/2025, 7:00 PM	1
5	Seven Star Liquor LLC	Seven Star Liquor	JASJEET SINGH, Agt	2223 W Forest Home AV	Class A Malt & Class A Liquor License		7/25/2025, 7:00 PM	1
6	Holler House	Holler House	Catherine Haefke, SP	2042 W Lincoln AV	Class B Tavern License		9/20/2025, 7:00 PM	1
7	ANNA'S TAP	ANNA'S TAP	SAMANTHA L RITCHIE, SP	1838 W GRANT ST	Class B Tavern License	25	9/20/2025, 7:00 PM	1
8	La Arrachera	La Arrachera	MARINA VARA DE ARANA, SP	1988 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License		9/1/2025, 7:00 PM	1
9	SHORTY'S CATERING, INC	SHORTY'S CATERING & RESTAURANT	ELISA MALDONADO, Agt	2075-79 S 13TH ST	Class B Tavern License	156	9/20/2025, 7:00 PM	1
10	La Hamaca Bar LLC	La Hamaca Bar	Luis L Gonzalez, Agt	1993 S MUSKEGO AV	Class B Tavern License		10/18/2025, 7:00 PM	1
11	Sisi Food and Beverages LLC	Sisi Food and Beverages	Sodik D Lasisi, Agt	2441 S 18th ST	Class A Fermented Malt Beverage Retailer's License		11/1/2025, 7:00 PM	1
12	FRESH FOOD MART 1 LLC	FRESH FOOD MART 1	Nirvail Singh, Agt	2539 W GRANT ST	Class A Fermented Malt Beverage Retailer's License		10/13/2025, 7:00 PM	1
13	Irene's Catering Service, Inc	Irene's Catering Service, Inc	TIMOTHY T REWOLINSKI, Agt	1901 W Lincoln AV	Class B Tavern License		10/18/2025, 7:00 PM	1
14	MISTER JIMMY CORNER STORE LLC	J&C El Centenario Market	Shenicqua M Billings-Troupe, Agt	2082 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License		10/29/2025, 7:00 PM	1
15	Paul's Liquor LLC	Paul's Liquor	RAMINDERJI T KAUR, Agt	1600 W Becher ST	Class A Malt & Class A Liquor License		11/27/2025, 6:00 PM	1
16	GOOD FORTUNE CORP	Mi Pueblo	Bakul H Desai, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		11/10/2025, 6:00 PM	1

17	YASMINE FOODS, LLC	LINCOLN SUPERMARKET	LOAI A ATARI, Agt	1534 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License		12/10/2025, 6:00 PM	1
18	Salas Pub & Grill LLC	Salas Pub & Grill	Agustin Salas Macias, Agt	2179 S 16TH ST	Class B Tavern License		11/25/2025, 6:00 PM	1
19	VIOLETA AND MAYLIN LLC	Super Mercado Jaliscos	Rogelio Gutierrez Vera, Agt	2000 W LINCOLN AV	Class A Malt & Class A Liquor License		1/1/2026, 6:00 PM	1
20	JOLLY PANTRY LLC	Express Pantry	Manmeet S Jassal, Agt	1804 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License		1/29/2026, 6:00 PM	1
21	OLD TOWN SERBIAN GOURMET RESTAURANT, LLC	OLD TOWN SERBIAN GOURMET RESTAURANT	NATALIA A RADICEVICH, Agt	518-522 W LINCOLN AV	Class B Tavern License	200	1/8/2026, 6:00 PM	1
22	DULCE DIABLA BAR LLC	DULCE DIABLA BAR	Gilari Cortes Reyna, Agt	1900 W LINCOLN AV	Class B Tavern License	99	2/9/2026, 6:00 PM	1
23	MKE ULTRA LLC	MKE ULTRA	Brian J Hospital, Agt	1535 W MITCHELL ST	Class B Fermented Malt Beverage Retailer's License		2/9/2026, 6:00 PM	1
24	MKE ULTRA LLC	MKE ULTRA	Brian J Hospital, Agt	1535 W MITCHELL ST	Class C Wine Retailer's License		2/9/2026, 6:00 PM	1
25	Gunny Food Mart Inc	Gunny Food Mart	MANPREET KAUR, Agt	2033 W Mitchell ST	Class A Malt & Class A Liquor License		2/26/2026, 6:00 PM	1
26	PRIMOS PLACE	PRIMOS PLACE	ENRIQUE TERRONES, SP	1631 W GRANT ST	Class B Tavern License	161	3/6/2026, 6:00 PM	1
27	LA GUADALUPANA	LA GUADALUPANA	ANA M RAZO, SP	1520 W LINCOLN AV	Class B Tavern License	99	2/27/2026, 6:00 PM	1
28	Forest Home Ave Chicken Palace LLC	Chicken Palace - Forest Home	VALDEMAR ESCOBAR, Agt	1937 W Forest Home AV	Class B Tavern License	71	11/22/2025, 6:00 PM	1
29	ABDELAL, LLC	GRANT MARKET	SAED F ABDELAL, Agt	2100 W GRANT ST	Class A Fermented Malt Beverage Retailer's License		6/9/2025, 7:00 PM	1
30	PROMOCIONES MEXICAS LLC	EL GRAN TEOCALLI	PALOMA NAVA JAIMES, Agt	2011 W FOREST HOME AV	Class B Tavern License	282	3/2/2026, 6:00 PM	1
31	Caleta LLC	Caleta Restaurant & Bar	Monica Hernandez-Gaspar, Agt	1801 S MUSKEGO AV	Class B Tavern License		3/26/2026, 7:00 PM	1
32	Starlite Beer & Food, Inc.	Starlite Food	GURMUKH SINGH, Agt	2013 W Burnham ST	Class A Fermented Malt Beverage Retailer's License		4/20/2026, 7:00 PM	1

33	Restaurant Y Taqueria La Esperanza, LLC	La Esperanza	Paula Monroy Nieto, Agt	2028 W MITCHELL ST	Class B Tavern License	60	4/11/2026, 7:00 PM	1
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Establishments within a 0.5 miles radius centered on area of interest.



Thursday, August 21, 2025



Notice of Public Hearing

Blank Notice

HERNANDEZ VAZQUEZ, Marco ANTONIO, Agent
Seafood and Grocery Store at 1948 W Forest Home Av
Class A Fermented Malt License Application

Tuesday, September 09, 2025 at 9:00 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/9/2025 at 9:00 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	1902 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1904 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1909 W FOREST HOME AVE# 1	MILWAUKEE, WI 53204-3749
CURRENT OCCUPANT	1909 W FOREST HOME AVE# 2	MILWAUKEE, WI 53204-3749
CURRENT OCCUPANT	1909 W FOREST HOME AVE# 3	MILWAUKEE, WI 53204-3749
CURRENT OCCUPANT	1910 W BECHER ST	MILWAUKEE, WI 53215-2612
CURRENT OCCUPANT	1910 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1912 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1914 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1916 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1918 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1920 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1924 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1924 W FOREST HOME AVE# A	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1932 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1934 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	1942 W FOREST HOME AVE	MILWAUKEE, WI 53204-3748
CURRENT OCCUPANT	2000 W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2012 W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2012A W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2016 W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2016 W FOREST HOME AVE	MILWAUKEE, WI 53215-2563
CURRENT OCCUPANT	2016A W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2016A W FOREST HOME AVE	MILWAUKEE, WI 53215-2563
CURRENT OCCUPANT	2017 W FOREST HOME AVE	MILWAUKEE, WI 53215-2562
CURRENT OCCUPANT	2017A W FOREST HOME AVE	MILWAUKEE, WI 53215-2562
CURRENT OCCUPANT	2020 W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2020A W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2021A W FOREST HOME AVE	MILWAUKEE, WI 53215-2562
CURRENT OCCUPANT	2022 W FOREST HOME AVE	MILWAUKEE, WI 53215-2563
CURRENT OCCUPANT	2022A W FOREST HOME AVE	MILWAUKEE, WI 53215-2563
CURRENT OCCUPANT	2024 S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2024 W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2024A S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2024A W BECHER ST	MILWAUKEE, WI 53215-2557
CURRENT OCCUPANT	2026 W VILTER LN	MILWAUKEE, WI 53204-3631
CURRENT OCCUPANT	2028 S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2028 W VILTER LN	MILWAUKEE, WI 53204-3631
CURRENT OCCUPANT	2031 S 19TH ST# 1	MILWAUKEE, WI 53204-3731
CURRENT OCCUPANT	2031 S 19TH ST# 2	MILWAUKEE, WI 53204-3731
CURRENT OCCUPANT	2031 S 19TH ST# 3	MILWAUKEE, WI 53204-3731
CURRENT OCCUPANT	2031 S 19TH ST# 4	MILWAUKEE, WI 53204-3731
CURRENT OCCUPANT	2032 S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2032 W VILTER LN	MILWAUKEE, WI 53204-3631
CURRENT OCCUPANT	2036 S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2036 W VILTER LN	MILWAUKEE, WI 53204-3631

CURRENT OCCUPANT	2038 W VILTER LN	MILWAUKEE, WI 53204-3631
CURRENT OCCUPANT	2052 S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2066 S 20TH ST	MILWAUKEE, WI 53204-3736
CURRENT OCCUPANT	2107 S 20TH ST# 1	MILWAUKEE, WI 53215-2603
CURRENT OCCUPANT	2107 S 20TH ST# 2	MILWAUKEE, WI 53215-2603
CURRENT OCCUPANT	2107 S 20TH ST# 3	MILWAUKEE, WI 53215-2603
CURRENT OCCUPANT	2107 S 20TH ST# 4	MILWAUKEE, WI 53215-2603

Blank Notice

Total Records: 53

Radius 250 feet and Center of Circle: 1948 W Forest Home Av



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:

CONVENIENCE STORE

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 16 YEARS

2. Business Operations

- a. Proposed Opening Date: 10/01/2023
- 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: TABACCO, RETAIL FOOD, ETC
- e. Is the current licensee operating? ☐ No ☒ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☐ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☐ Licensee ☒ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☒ Call Police
☐ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 2 Locations: NEXT TO THE CASHIER & IN THE BATHROOM
Outside: 2 Locations: IN THE ALLEY (REGULAR GARBAGE & RECYCLE)
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: City of Milwaukee

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? _____ and describe the parking security plan: N/A
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: N/A
- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? N/A
Is security equipment used? ☒ No ☐ Yes If yes, describe N/A
List their licensing, certification, or training credentials N/A
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 8 and list locations: INSIDE & OUTSIDE STI BUILDING
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>20</u> %	Food <u>75</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes <u>5</u> %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

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

Type 1

- ☐ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☐ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: _____ Number of Rooms: _____ ☐ Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- ☐ Liquor Store ☐ Corner Store ☐ Supermarket ☒ Convenience Store
- ☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Recycling, Salvage or Towing
- ☐ Used Car Dealer ☐ Personal Service Establishment
(such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- ☒ Occupancy Permit ☒ Cigarette & Tobacco ☐ Gas Station ☐ Extended Hours ☐ Class "B" Tavern ☒ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☒ Other: FOOD RETAIL LICENSE

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 25 (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):

☒ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: _____

- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: FOREST HOME AVE

- c. Nearest Major Cross Street: 20TH ST

- 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: CURUBA LLC Phone Number: 414-520-9167

Building Owner Address: PO BOX 64047, MILWAUKEE, WI 53204

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8:00 AM	8:00 PM	30	0-85	NONE
Monday	8:00 AM	8:00 PM	21	0-85	NONE
Tuesday	8:00 AM	8:00 PM	20	0-85	NONE
Wednesday	8:00 AM	8:00 PM	25	0-85	NONE
Thursday	8:00 AM	8:00 PM	28	0-85	NONE
Friday	8:00 AM	8:00 PM	30	0-85	NONE
Saturday	8:00 AM	8:00 PM	31	0-85	NONE

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, 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)

Marco A. Adcz 9-17-24
Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(If there are no 20% or more shareholders,
Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: SEAFOOD AND GROCERY STORE LLC

Premise Address: 1948 W FOREST HOME AVE, 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.)? TENANT

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ NA

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

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 09/01/2024 Ends 09/01/2025

b) Monthly rental \$ 1500

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

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

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

Lease Information (Continued)

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

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature

Marco A. Hdez

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

Business Name: Sea Food and grocery store LLC
Address physical: 1948 W Forest home Ave, Milwaukee WI 53206
Legal address: 2236 S 31st St Milwaukee WI 53215
Owner name: Marco A Hernandez Nolasquez, Agent
4/21/2025

