



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

Tuesday, August 20, 2024

**COMMITTEE MEETING NOTICE**

AD 13

RUIZ-MORENO, Dulce I, Agent  
SP Plus Corporation  
5300 S HOWELL Av  
Milwaukee, WI 53207

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.

**Friday, September 06, 2024 at 09:20 AM**

The access code is <https://meet.goto.com/739053517>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Parking Lot and Weights & Measures Licenses Application as agent for "SP Plus Corporation" for "SP Plus Corporation" at 100 W AIR CARGO WA.

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



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Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: 06/14/2024  
Officer: P.O Fabian Garcia

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

Name of Premise: SP Plus Parking  
Address: 100 S. Air Cargo Way  
Phone: 414-747-4580

Owner: SP Plus  
Owner address: 5300 S. Howell Avenue  
City State Zip: Milwaukee, WI 53207  
Owner Phone: 414-747-4580  
Owner email:

Manager: Dulce I. Ruiz-Moreno  
Home Address: 4522 S. 1<sup>st</sup> Street  
City State Zip: Milwaukee, WI 53207  
Phone: 414-803-7441  
Email: druizmoreno@spplus.com

Preferred contact: either email or phone

Location currently open:  YES  NO

Projected open date:

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

Number of Parking Spots: 1699

Hours of Operation: Sun:  24 hours  Y  N  
Mon:  
Tuc:  
Wed:  
Thu:  
Fri:  
Sat:

Premise Type:  Parking Lot  
 Other: Structure

**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: MKE Mitchel International Airport
3. Is the parking lot well lit?  Yes  No Does it appears to be adequate  Yes  No
4. Is the lighting in uniformity?  Yes  No
5. Are there areas where a person could conceal themselves  Yes  No
6. Are there No Loitering Signs posted?  Yes  No
7. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

8. Does this location have security cameras?  Yes  No
9. Signs posted stating property monitored by security cameras?  Yes  No
10. Are they in working order?  Yes  No
11. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
12. How long is footage stored for later viewing: **60 days**
13. Are the security cameras monitored?  Yes  No **can be reviewed if needed**
14. How many cameras: 12
15. Do all employees know how to retrieve recorded digital images/footage?  Yes  No
16. Does this lot have a gate at the entrance/exit?  Yes  No
17. Does this lot have an onsite attendant?  Yes  No

Hours of attendant: Sun:  24 hours  Y  N  
Mon:  
Tue:  
Wed:  
Thu:  
Fri:  
Sat:

18. Does this lot have onsite security officers?  Yes  No

Hours of security: Sun:  24 hours  Y  N  
 Mon:  
 Tue:  
 Wed:  
 Thu:  
 Fri:  
 Sat:

**Interior Survey:**

- 19. Does this lot have stair towers?  Yes  No  N/A
- 20. Can you see inside the stair towers from the outside?  Yes  No  N/A
- 21. Does this lot have an elevator?  Yes  No  N/A
- 22. Can you see inside the elevator from the outside?  Yes  No  N/A
- 23. What color are the interior walls? Is that color light?  Yes  No  N/A
- 24. Does this lot have restrooms?  Yes  No  N/A 24 hours  Y  N
- 25. Are safety signs posted reminding citizens not to leave valuables in their cars?  Y  N
- 26. Does this lot have an emergency phone?  Y  N
- 27. Does this lot contract spaces to a valet company?  Y  N
- 28. Are exit signs posted and illuminated at all exits?  Y  N

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report was written by Police Officer Fabian GARCIA assigned to District 6-days, Community Liaison/Community Partnership Unit.

On Friday, June 14, 2024, at 8:30 am, Officer Ward and I met SP Plus licensee/agent Dulce I. Ruiz-Moreno. The parking lots' entry and exit points are gated and you must retrieve a parking ticket to gain entry. There is also a gate around the parking lot, which restricts access to only the entry and exit points. The parking lot does not have any address numbers displayed but the parking lot is labeled Saver Lot A. This lot does have a 24 hour staffed attendant that is stationed at the front entry and exit points.

The parking lot has 2 entry points, which each lane is equipped with 2 license plate reader (LPR) cameras and 1 CCTV. There are also 2 exit points to this lot, which each exit point is also equipped with 2 LPR cameras and 1 CCTV camera. The parking lot is equipped with 3 360 degree rotating surveillance cameras, with a total of 15 cameras. The security cameras are not monitored at all times but can be access by staff who have prior authority and also by the Milwaukee County Sheriff's Office. This parking lot does have a Porta Potty, which is located near the exit and is opened 24 hours.

The parking lot has newer LED lighting throughout the parking lot, and are checked daily. Ruiz-Moreno states that all of SP Plus parking lots are patrolled by the Milwaukee County Sheriff's Office daily. The parking lot does not have "No Loitering" signs posted and a discussion was

had regarding. At each entry and exit points does have an emergency call button that will contact staff that can assist.

This location is equipped with an enclosed bus shelter, which has tall transparent glass around the shelter. The Shelter is in close proximity to the entry and exit points.



# 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:

Parking Management and fee enforcement of facility

Do you have any experience operating this type of business?  No  Yes If yes, explain: Operate across US same type of operations per years

## 2. Business Operations

- a. Proposed Opening Date: 6/10/24
- 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: NIA
- e. Is the current licensee operating?  No  Yes If no, list date closed: NIA
- 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: 9 Locations: various areas of the lot  
Outside: 1 Locations: prior to exit facility
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? None
- 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? 1699 and describe the parking security plan: Operations vehicles, foot patrol, panic alarm testing, CCTV camera, coordination with local law enforcement.
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have licensed security on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Describe equipment used \_\_\_\_\_  
 List their License Number (s) \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 4 and list locations: \_\_\_\_\_  
two at entry and two at exit.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol _____%	Food _____% Cigarettes, Electronic Vape Devices, Tobacco Products _____%	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Salvaged Materials _____% (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other <u>100</u> % Describe: <u>Parking Fees</u>
Pawnbroker Activity _____%			

## 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, Electronic Vape Products     Gas Station     Extended Hours     Class "B" Tavern     Weights & Measures
- Secondhand Dealer     Precious Metal & Gem     Other: Parking lot

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

Capacity \_\_\_\_\_ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used 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: parking lot
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: 100 W Air cargo way
- c. Nearest Major Cross Street: Howell Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: parking lot
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: parking lot
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: Airport grounds
- g. Building Owner Name: Milwaukee County Phone Number: (414) 747-4561  
 Building Owner Address: 100 W Air cargo way, Milwaukee WI 53207

## 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	12am	11:59pm	100+	Varies	
Monday	12am	11:59pm	100+	Varies	
Tuesday	12am	11:59pm	100+	Varies	
Wednesday	12am	11:59pm	100+	Varies	
Thursday	12am	11:59pm	100+	Varies	
Friday	12am	11:59pm	100+	Varies	
Saturday	12am	11:59pm	100+	Varies	

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

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

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

## 11. Signature(s)

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

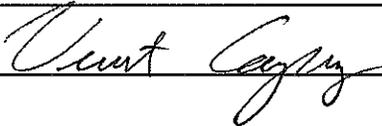
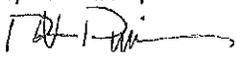
\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

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

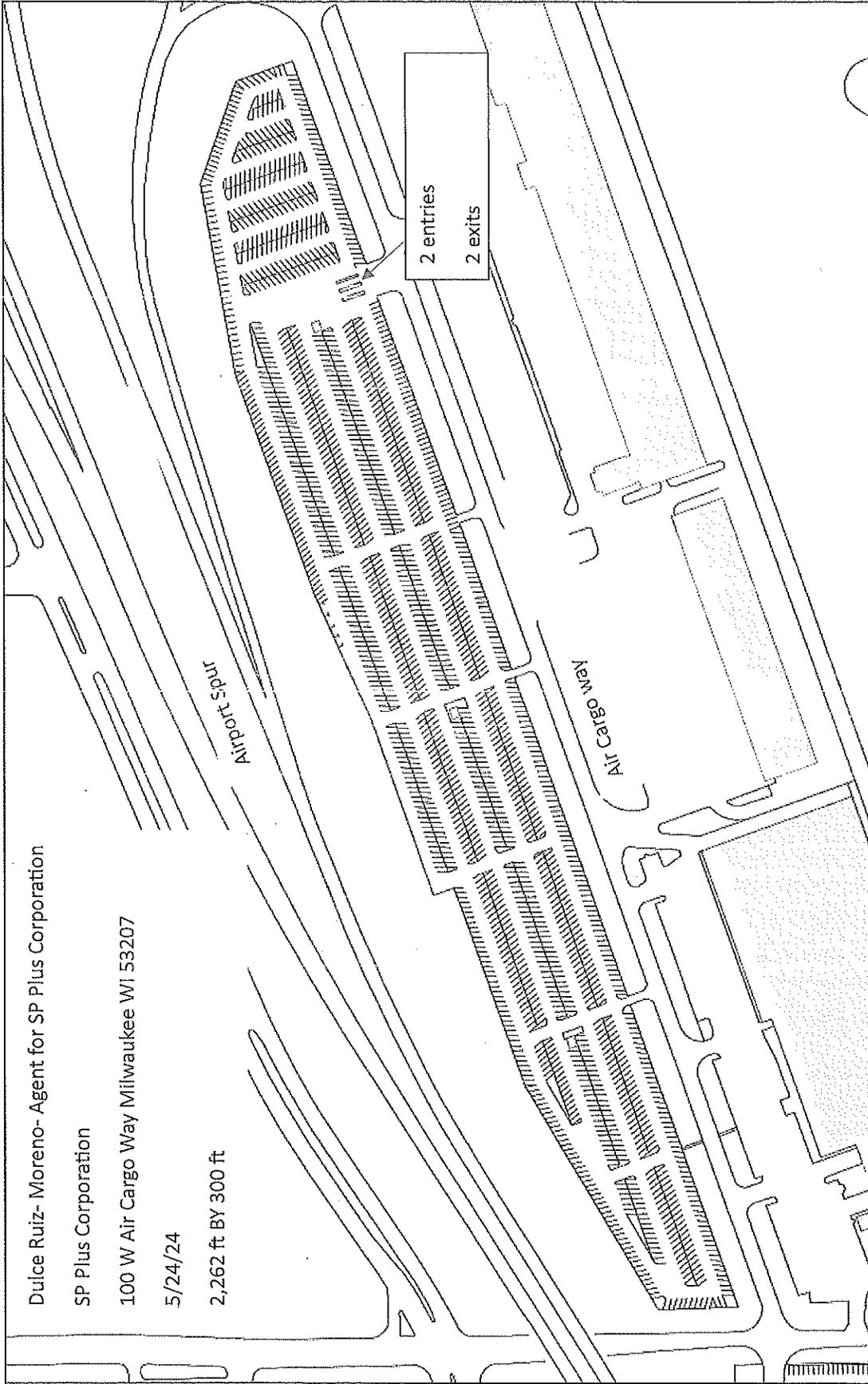


**PARKING LOT LICENSE AND WEIGHTS & MEASURES  
(TIMING DEVICE) LICENSE SUPPLEMENTAL  
PLAN OF OPERATION**

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: <b>SP Plus Corporation</b>
Parking Lot Address: <b>100 W Air Cargo Way Milwaukee WI 53207</b>
Number of Parking Spaces: <b>1699</b>
<b>Security Plan</b>
Describe in detail the security measures that will be taken to protect patrons from harm: <b>The use of existing parking operations vehicles as well as foot patrol by parking personnel, panic alarm testing, coordination with airport law enforcement, CCTV camera surveillance</b>
Describe in detail the security measures that will be taken to protect vehicles and property inside vehicles from theft, vandalism or other damage: <b>The use of existing parking operations vehicles as well as foot patrol by parking personnel, panic alarm testing, coordination with airport law enforcement, CCTV camera surveillance</b>
Describe in detail plans to comply with City Ordinance which states a person must be available at all times parking service is offered with a response time of no greater than 30 minutes: <b>Operation open 24/7/ someone will be available on site at the parking office 24 hours 7 days a week</b>
<b>Weights &amp; Measures License</b>
Will timing devices be used to establish parking charges? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, how many? <u>2</u> x \$30 per device
<b>Signature of Property Owner</b>
Print Name of Property Owner: <b>Milwaukee County</b>
Signature of Property Owner: 
<b>Signature of Applicant</b>
I understand and will comply with all requirements as stated in the Milwaukee Code of Ordinances. <b>Robert Reiser</b> 
Sole Proprietor, Partner, or 20% or more Shareholder (if no 20% or more shareholders, corporate officer must print name and sign)
Signature of additional partner or 20% or more shareholder

Saver A lot -



Dulce Ruiz- Moreno- Agent for SP Plus Corporation

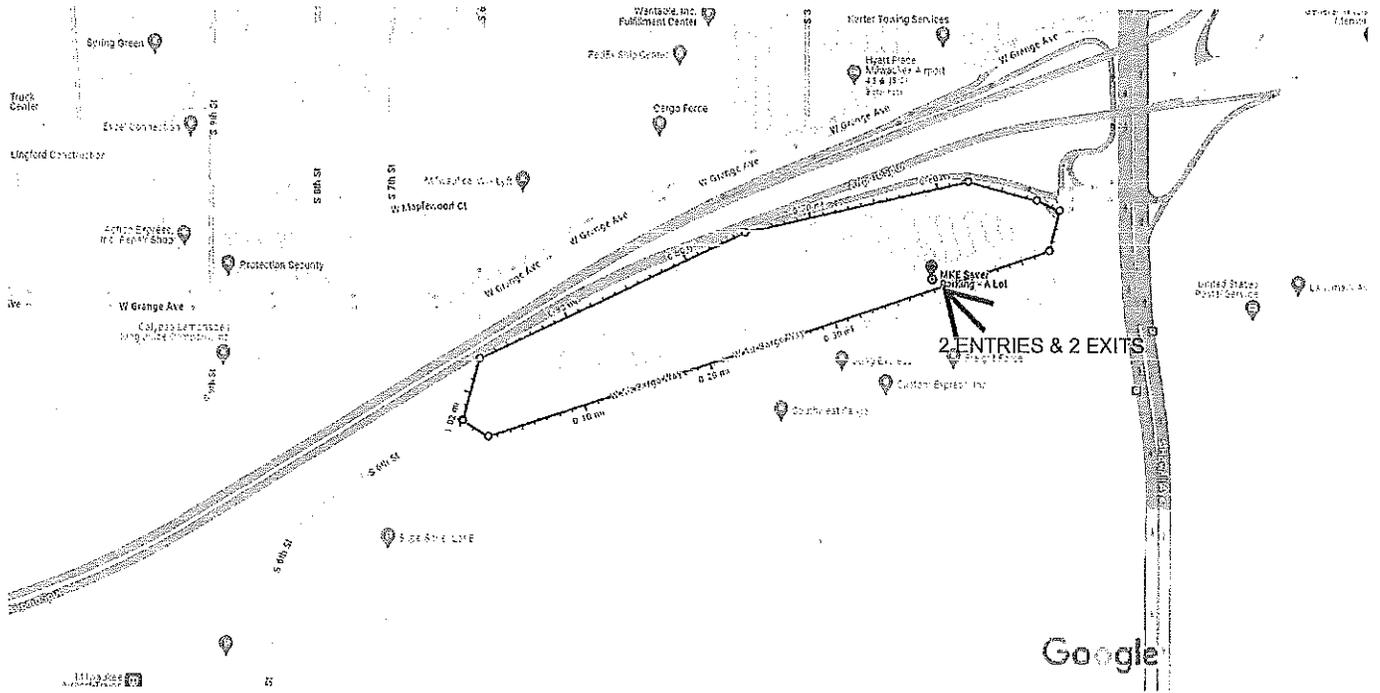
SP Plus Corporation

100 W Air Cargo Way Milwaukee WI 53207

5/24/24

2,262 ft BY 300 ft

# Google Maps 100 W Air Cargo Way, Milwaukee, WI 53207



Map data ©2024 200 ft

## Delays

Light traffic in this area

No known road disruptions. Traffic incidents will show up here.

Measure distance  
 Total area: 912,915.38 ft<sup>2</sup> (84,812.61 m<sup>2</sup>)  
 Total distance: 1.02 mi (1.64 km)

Dulce Ruiz- Moreno- Agent for SP Plus Corporation  
 SP Plus Corporation  
 100 W Air Cargo Way Milwaukee WI 53207  
 5/24/24

2,262' BY 300'