



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, April 14, 2026

COMMITTEE MEETING NOTICE


AD 08

GONZALEZ, Diana E, Agent
MACHILLOS PLACE LLC
2423 S 11TH ST
MILWAUKEE, WI 53215

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, April 28, 2026 at 10:55 AM

The access code is <https://meet.goto.com/979258013>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Jukebox, 3 Amusement Machines and 2 Pool Tables as agent for "MACHILLOS PLACE LLC" for "MACHILLOS PLACE" at 2000 W MITCHELL St. 

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/10/26

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 390099

Application Date:

License Location: 2000 W Mitchell St

Business Name: El Inferno LLC

Licensee/Applicant: MARTINEZ, Antonio
(Last Name, First Name, MI)

Date of Birth: 09/10/1949

Home Address: 2243 S. 29th Street

City: Milwaukee

State: WI **Zip Code:** 53215

Home Phone: 414-429-4526

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

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

1. On 10/02/2017 an officer took a walk in complaint at District 2 regarding an incident that occurred on 10/01/2017 at 2000 W. Mitchell St. The victim stated she was working at El Inferno as a bartender. She stated the owner asked her into the back of the bar. While in the back he attempted to kiss her and she pushed him away. The victim the left the bar and quit. An officer interviewed the owner, Antonio MARTINEZ, who stated he gives the victim "fatherly" advised and did hug her. He denied attempting to kiss her. The applicant was cited for Mashing.

Charge: Disorderly Conduct (Amended charge)
Finding: Guilty
Sentence: Fined \$195.00
Date: 01/04/2018
Case: 17051583

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2. On 05/02/24 at 6:00a.m., Milwaukee Police, members of the FBI, and other associated Law Enforcement entities executed a search warrant at 2000 W. Mitchell. This was in regards to an on-going investigation in which officers witnessed over 50 hand to hand narcotic transactions in front of the bar. Officers also conducted controlled buys of narcotics inside the location. One of which ½ kilogram of cocaine was sold. The officers seized 2.93 grams of cocaine salt

and \$31,904.00 US Currency. In total 13 search warrants were associated with the investigation in which multiple arrests were made, as well as evidence recovered and seized. The business was a drug trafficking hub.

3. On 06/07/24 at 1:43p.m., Milwaukee Police conducted a License Premise Check at 2000 W. Mitchell St. No violations were found.

4. On 11/06/24 at 9:34p.m., Milwaukee Police conducted a License Premise Check at 2000 W. Mitchell St. No violations were found.

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PREVIOUS PREMISE

Date:2/16/26
Officer: PO Matthew Diener

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

Name of Premise: Machillo's Place
Address: 2000 W Mitchell St
Phone: N/P

Owner: Diana E GONZALEZ
Owner address: 2423 S 11th St
City State Zip: Milwaukee, WI 53215
Owner Phone: 414-204-4696
Owner email: machillo1981@gmail.com

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

Preferred contact:

Location currently open: YES NO

Projected open date: As soon as license is granted

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

Hours of Operation: Sun: 12pm-2am 24 hours Y N
Mon: 3pm-2am
Tue: 3pm-2am
Wed: 3pm-2am
Thu: 3pm-2am
Fri: 12pm-2:30am
Sat: 12pm-2:30am

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: to be installed
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:
22. Are there interior cameras Yes No How many:

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

Interior Survey:

25. What is the planned/posted capacity 63
 26. What is the minimum number of employees that will be on premise 1
 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: TBD
 33. How will they be deployed: Interior 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?
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Applicant plans to install cameras once license is granted and will not have security at first and will determine if security is necessary.

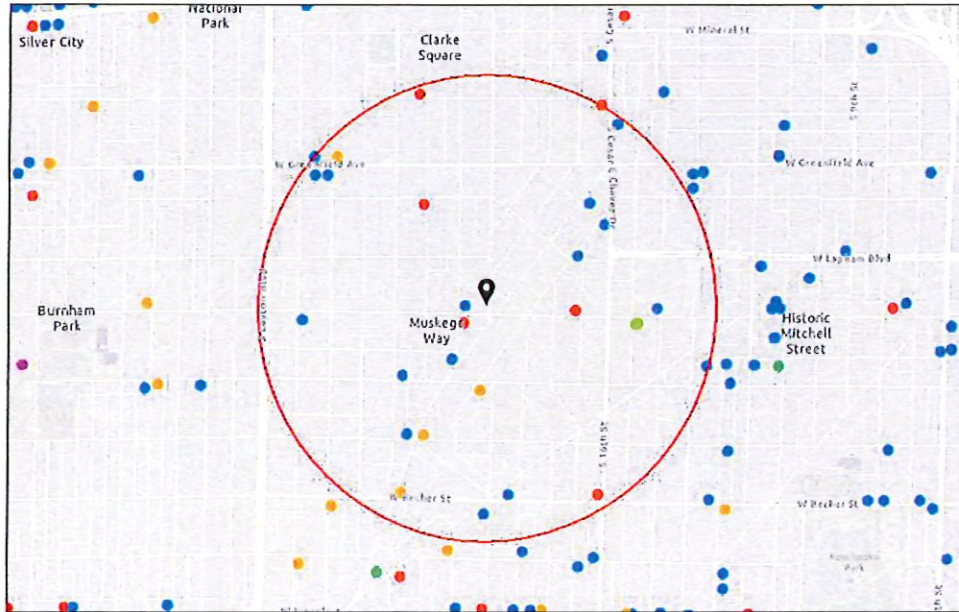


Concentration Map for 2000 W Mitchell St

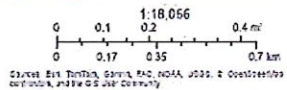
Area of Interest (AOI) Information

Area : 21,862,585.76 ft²

Feb 5 2026 13:09:29 Central Standard Time



- Alcohol Licenses (active)
- Class A Intoxicating Liquor
 - Class A Fermented Malt Beverage
 - Class A Liquor and Malt
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class C Wine Retailer



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	27		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	RICHARD'S GROCERY	RICHARD'S GROCERY	NADER A ASAD, SP	2438 W GREENFIELD AV	Class A Fermented Malt Beverage Retailer's License		3/3/2026, 6:00 PM	1
2	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
3	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	3/2/2026, 6:00 PM	1
4	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
5	Caleta LLC	Caleta Restaurant & Bar	Monica Hernandez-Gaspar, Agt	1801 S MUSKEGO AV	Class B Tavern License		3/26/2026, 7:00 PM	1
6	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
7	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
8	BETO'S PIZZA LLC	Beto's Pizza LLC	Jair A Varela-Caballero, Agt	1234 S CESAR E CHAVEZ DR	Class B Tavern License		6/18/2026, 7:00 PM	1
9	TEDDY'S INCOME, INC	SHARI'S STILL	SHERYL L LARSON, Agt	1834 S 23RD ST	Class B Tavern License	49	6/22/2026, 7:00 PM	1
10	El Barril	El Barril	JOSE L TERRONES, SP	1586 S PEARL ST	Class B Tavern License	59	7/5/2026, 7:00 PM	1
11	Hangoverz	Hangoverz	TINA M MINTO, SP	2539 W MITCHELL ST	Class B Tavern License	25	7/7/2026, 7:00 PM	1
12	Patricia Herrera de Castro, LLC	La Fondita	Felipe Castro Pena, Agt	2523 W GREENFIELD AV	Class B Tavern License		9/4/2026, 7:00 PM	1
13	Acosta Restaurant LLC	El Tlaxcalteca Restaurant	Evaristo Acosta Pena, Agt	1300 W Burnham ST	Class B Tavern License		9/25/2026, 7:00 PM	1
14	La Arrachera	La Arrachera	MARINA VARA DE ARANA, SP	1988 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License		9/1/2026, 7:00 PM	1
15	ABC FOOD & LIQUOR LLC	ABC FOOD & LIQUOR	SUKHDEV S KAHLON, Agt	1143 S 22nd ST	Class A Malt & Class A Liquor License		10/23/2026, 7:00 PM	1
16	La Hamaca Bar LLC	La Hamaca Bar	Luis L Gonzalez, Agt	1993 S MUSKEGO AV	Class B Tavern License		10/18/2026, 7:00 PM	1

17	KAIS LLC	Grab & Go Mart	Mohammed T Hamed, Agt	2082 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License		11/2/2026, 6:00 PM	1
18	Paul's Liquor LLC	Paul's Liquor	RAMINDERJI T KAUR, Agt	1600 W Becher ST	Class A Malt & Class A Liquor License		11/27/2026, 6:00 PM	1
19	GOOD FORTUNE CORP	Mi Pueblo	Bakul H Desai, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		11/10/2026, 6:00 PM	1
20	VILLA'S RESTAURANT, LLC	Villas Restaurant	Blanca M Villa, Agt	2522 W Greenfield AV	Class B Tavern License		11/21/2026, 6:00 PM	1
21	Forest Home Ave Chicken Palace LLC	Chicken Palace/Carambola	VALDEMAR ESCOBAR, Agt	1937 W Forest Home AV	Class B Tavern License	71	11/22/2026, 6:00 PM	1
22	DON JULIO'S BAR AND CLUB LLC	DON JULIO'S BAR AND CLUB	Ruben Medina-Perdomo, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License	80	11/24/2026, 6:00 PM	1
23	Mann Family, LLC	Orchard Food Mart	Jatinder K Mann, Agt	2201 W ORCHARD ST	Class A Malt & Class A Liquor License		1/16/2027, 6:00 PM	1
24	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	12/10/2026, 6:00 PM	1
25	DIAMANTE NEGRO LLC	DIAMANTE NEGRO	Leonor Hernandez Silva, Agt	2501 W Greenfield AV	Class B Tavern License		6/1/2026, 7:00 PM	1
26	MKE ULTRA LLC	MKE ULTRA	Brian J Hospital, Agt	1535 W MITCHELL ST	Class B Fermented Malt Beverage Retailer's License		2/9/2027, 6:00 PM	1
27	MKE ULTRA LLC	MKE ULTRA	Brian J Hospital, Agt	1535 W MITCHELL ST	Class C Wine Retailer's License		2/9/2027, 6:00 PM	1

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



Tuesday, April 14, 2026



Notice of Public Hearing

Blank Notice

GONZALEZ, Diana E, Agent
MACHILLOS PLACE at 2000 W MITCHELL St
Class B Tavern and Public Entertainment Premises Licenses Application Requesting Jukebox, 3
Amusement Machines and 2 Pool Tables

Tuesday, April 28, 2026 at 10:55 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 4/28/2026 at 10:55 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	1631 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1632 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1635 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1636 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1636 S UNION ST	MILWAUKEE, WI 53204-2650
CURRENT OCCUPANT	1638 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1639 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1640 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1640A S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1643 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1643A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1643B S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1644 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1646 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1647 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1647A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1648 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1650 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1650A S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1651 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1651A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1652 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1653 S MUSKEGO AVE	MILWAUKEE, WI 53204-3145
CURRENT OCCUPANT	1654 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1655 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1658 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1658 S 21ST ST# A	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1658 S 21ST ST# B	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1658 S 21ST ST# C	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1659 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1659A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1663 S MUSKEGO AVE	MILWAUKEE, WI 53204-0000
CURRENT OCCUPANT	1665 S MUSKEGO AVE	MILWAUKEE, WI 53204-0000
CURRENT OCCUPANT	1673 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1704 S 21ST ST	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1704 S 21ST ST# 1	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1704 S 21ST ST# 2	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1716 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1718 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1718 S MUSKEGO AVE# A	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1720 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1720 S MUSKEGO AVE# A	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1721 S MUSKEGO AVE	MILWAUKEE, WI 53204-3161
CURRENT OCCUPANT	1724 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1728 S MUSKEGO AVE	MILWAUKEE, WI 53204-3160
CURRENT OCCUPANT	1728A S MUSKEGO AVE	MILWAUKEE, WI 53204-3160

CURRENT OCCUPANT	2023 W MITCHELL ST# 1	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2023 W MITCHELL ST# 2	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2023 W MITCHELL ST# 3	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2024 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2025A W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2028 W MITCHELL ST# A	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2028 W MITCHELL ST# B	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2029 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2029A W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2031 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2037 W MITCHELL ST	MILWAUKEE, WI 53204-3018

Blank Notice

Total Records: 104

Radius 250 feet and Center of the Circle: 2000 W Mitchell 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: PRIOR WORK BARTENDING

2. Business Operations

- a. Proposed Opening Date: 12/01/25
- 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: _____
- 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: 6 Locations: BAR, BATHROOMS, FRONT
Outside: 2 Locations: IN Back
- 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 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? 6 and list locations: INSIDE/OUTSIDE
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food _____ % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>10</u> %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
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, Gas Station Extended Hours Class "B" Tavern Weights & Measures
 Electronic Vape Products
- Secondhand Dealer Precious Metal & Gem Other: _____

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):
 1st Floor 2nd 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: MITCHELL ST AND MUSKEGO AVE
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: OMAR MONRREAL Phone Number: 4148858683
 Building Owner Address: 1749 S 58TH STREET WEST ALLIS WI 53214

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

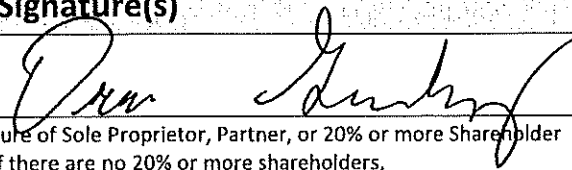
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	12:00PM	2:00AM	20	21-UP →	DG
Monday	3:00PM	2:00AM	15	21-UP →	D16
Tuesday	3:00PM	2:00AM	15	21-UP →	D16
Wednesday	3:00PM	2:00AM	20	21-UP →	D16
Thursday	3:00PM	2:00AM	20	21-UP →	D16
Friday	12:00PM	2:30AM	25	21-UP →	D16
Saturday	12:00PM	2:30AM	25	21-UP →	D16

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

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

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

11. Signature(s)


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

 Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: MACHILLOS PLACES LLC

Premise Address: 2000 W MITCHELLE ST - 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: N/A _____

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.)? LANDLORD _____

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

d) Total amount paid for business \$0.00 _____

e) Total amount paid for goodwill of the business \$0.00 _____

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.

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins 12/01/25 Ends 11/30/27 _____

b) Monthly rental \$1500.00 _____

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

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

e) For what length of time have you been guaranteed occupancy (number of years)? 2 YEARS _____

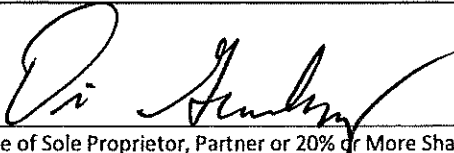
Lease Information (Continued)

- 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 _____
- 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



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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS: <u>2000 W Mitchell</u>			
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 checked="" type="checkbox"/> Amusement Machines How many? <u>3</u>
<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 type="checkbox"/> Pool Tables How many? <u>2</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 type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Hookah Service	<input type="checkbox"/> Other: _____		
<i>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.</i>			
PROMOTERS/SOUND AMPLIFICATION			
Will promoters ever be used for any of the entertainment? <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe:			
LEGAL CAPACITY OF PREMISES			
_____ (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: _____. 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)

