



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, June 15, 2026

COMMITTEE MEETING NOTICE

AD 14

VALERIO ZAGADA, Rene, Agent  
VALERIO'S AUTO SALES LLC  
2727 S 11TH ST #A  
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, June 30, 2026 at 09:10 AM**

The access code is <https://meet.goto.com/873979789>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Secondhand Motor Vehicle Dealer's License Application as agent for "VALERIO'S AUTO SALES LLC" for "VALERIO'S AUTO SALES LLC" at 2727 S 11TH St #A.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the granting of such a license due to the creation of undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which will have an adverse impact on the public health, safety and welfare of the community. Additionally, the over concentration of secondhand motor vehicle dealers in the neighborhood such that the concentration will have an adverse impact on the public health, safety and welfare of the neighborhood. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

**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 Associated Bank River 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



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, June 15, 2026

COMMITTEE MEETING NOTICE

AD 14

VALERIO ZAGADA, Rene, Agent  
VALERIO'S AUTO SALES LLC  
3600 S 60<sup>TH</sup> ST  
MILWAUKEE, WI 53220

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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



Monday, June 15, 2026



# Notice of Public Hearing

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VALERIO ZAGADA, Rene, Agent  
Valerio's Auto Sales LLC at 2727 S 11th St #A  
Secondhand Motor Vehicle Dealer's License Application

**Tuesday, June 30, 2026 at 9:10 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 6/30/2026 at 9:10 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](mailto: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.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must 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	1130 W CLEVELAND AVE	MILWAUKEE, WI 53215-3337
CURRENT OCCUPANT	1130A W CLEVELAND AVE	MILWAUKEE, WI 53215-3337
CURRENT OCCUPANT	1131 W CLEVELAND AVE# A	MILWAUKEE, WI 53215-3367
CURRENT OCCUPANT	1131 W CLEVELAND AVE# B	MILWAUKEE, WI 53215-3367
CURRENT OCCUPANT	1131 W CLEVELAND AVE# C	MILWAUKEE, WI 53215-3367
CURRENT OCCUPANT	1131 W CLEVELAND AVE# D	MILWAUKEE, WI 53215-3367
CURRENT OCCUPANT	1160 W MONTANA ST# 101	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 102	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 103	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 104	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 105	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 106	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 107	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 108	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 201	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 202	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 203	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 204	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 205	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 206	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 207	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1160 W MONTANA ST# 208	MILWAUKEE, WI 53215-3836
CURRENT OCCUPANT	1203 W CLEVELAND AVE	MILWAUKEE, WI 53215-3338
CURRENT OCCUPANT	1205 W CLEVELAND AVE	MILWAUKEE, WI 53215-3338
CURRENT OCCUPANT	1206 W CLEVELAND AVE	MILWAUKEE, WI 53215-3339
CURRENT OCCUPANT	1207 W CLEVELAND AVE	MILWAUKEE, WI 53215-3338
CURRENT OCCUPANT	2666 S 12TH ST	MILWAUKEE, WI 53215-3335
CURRENT OCCUPANT	2669 S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2670 S 12TH ST	MILWAUKEE, WI 53215-3335
CURRENT OCCUPANT	2673 S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2676 S 12TH ST	MILWAUKEE, WI 53215-3335
CURRENT OCCUPANT	2677 S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2677A S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2681 S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2681A S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2683 S 12TH ST	MILWAUKEE, WI 53215-3334
CURRENT OCCUPANT	2685 S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2685A S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2687 S 12TH ST	MILWAUKEE, WI 53215-3334
CURRENT OCCUPANT	2691 S 11TH ST	MILWAUKEE, WI 53215-3333
CURRENT OCCUPANT	2691 S 12TH ST	MILWAUKEE, WI 53215-3334
CURRENT OCCUPANT	2701 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2701 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2701A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2702 S 11TH ST	MILWAUKEE, WI 53215-3804
CURRENT OCCUPANT	2704 S 11TH ST	MILWAUKEE, WI 53215-3804

CURRENT OCCUPANT	2705 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2705 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2705 S 12TH ST# A	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2706 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2708 S 11TH ST	MILWAUKEE, WI 53215-3804
CURRENT OCCUPANT	2708 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2708A S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2710 S 11TH ST	MILWAUKEE, WI 53215-3804
CURRENT OCCUPANT	2711 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2711 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2711A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2712 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2712A S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2715 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2715 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2715A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2716 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2717 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2718 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2719 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2719A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2720 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2722 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2723 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2723A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2725 S 12TH ST# 101	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 102	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 103	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 104	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 105	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 106	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 107	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2725 S 12TH ST# 108	MILWAUKEE, WI 53215-3864
CURRENT OCCUPANT	2727 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2727A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2730 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2731 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2731A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2733 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2734 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2735 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2735 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2738 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2739 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2739 S 12TH ST	MILWAUKEE, WI 53215-3805
CURRENT OCCUPANT	2739A S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2741 S 10TH ST	MILWAUKEE, WI 53215-3916

CURRENT OCCUPANT	2742 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2745 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2746 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2750 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2751 S 10TH ST	MILWAUKEE, WI 53215-3916
CURRENT OCCUPANT	2754 S 12TH ST	MILWAUKEE, WI 53215-3806
CURRENT OCCUPANT	2754A S 12TH ST	MILWAUKEE, WI 53215-3806

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Total Records: 100

Radius 250 feet and Center of the Circle: 2727 S 11th St



APPLICATION AMENDMENT

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

Date: 5/11/2026

To the License Division of the City of Milwaukee:

I, Rene Valerio Zagada, wish to amend my answer(s) on the application for a dealership license at 2727 South 11th Street, Milwaukee WI 53215

by adding or amending the following information (complete only those sections being amended):

- 1. Answer to Question(s) # should be:
2. Agent should be (full legal name): Also complete 3, 4, 5 & 6
3. Date of birth should be:
4. Home address should be (include city/state/zip):
5. Phone number should be (include area code):
6. Driver's License Number/State ID Number should be:
7. Corporation/LLC name should be (full legal name):
8. Business name should be:
9. Premises address should be (include city/state/zip): 2727A South 11th Street Milwaukee WI 53215
10. Business phone number should be (include area code):
11. Mailing address should be (include city/state/zip):
12. Email address should be:
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip):
14. Class B Tavern: Age Distinction should be:
15. Other:

(Check with the License Division before submitting "Other" amendments using this form.)

/s/ Rene Valerio, /s/ Leticia Valerio
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: 393053 Date: 5/12/26 Initials: AJ To LC:
LC Email: [ ]MPD [ ]NS [ ]HD Initials:



# BUSINESS LICENSE PLAN OF OPERATION

cci-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:  
The business will engage in the retail sale of used motor vehicles. Purchase at auction, fix and resale

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

## 2. Business Operations

- a. Proposed Opening Date: TBD
- 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: Valerios Texture & Paint
- e. Is the current licensee operating?  No  Yes If no, list date closed: It is currently operating.
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: auto repair
- 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: construction business warehouse

## 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: 4 Locations: all corners  
Outside: 1 Locations: dumpsters
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 4
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: Eagle

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 5 and describe the parking security plan: security cameras 24/7
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 16 and list locations: indoor & outdoor
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

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

## 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: \_\_\_\_\_

## 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: mechanic shop
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: Cleveland Ave
- c. Nearest Major Cross Street: Cleveland Ave
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: L&R Properties Phone Number: 414-759-3244  
 Building Owner Address: 2727 S. 11th Street, Milwaukee WI 53215

## 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	closed	closed		18-65	
Monday	9am	6pm		18-65	
Tuesday	9am	6pm		18-65	
Wednesday	9am	6pm		18-65	
Thursday	9am	6pm		18-65	
Friday	9am	6pm		18-65	
Saturday	9am	4pm		18-65	

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)

/s/ Rene Valerio

/s/ Leticia Valerio

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.

CORRECT FORM



**SECONDHAND MOTOR VEHICLE DEALER LICENSE  
SUPPLEMENTAL PLAN OF OPERATION**

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](mailto:license@milwaukee.gov)

Legal Entity Name: Valerio's Auto Sales LLC  
Premises Address: 2727 South 11th Street, Milwaukee WI 53215

**SECTION 1 LICENSE TYPE**

What type of license are you applying for? (check one)  Retail  Wholesale

**SECTION 2**

Will you also be dealing in secondhand vehicle parts?  Yes  No

If wholesale, is the premises address a residential (home) address?  Yes  No

If yes, you must obtain a Home Occupational Statement from the Department of Neighborhood Services (414) 286-3874.  
No vehicles can be parked and no customers are allowed at the premises.

The following questions in Section 2 do not apply to wholesale from a residential address. Go to Section 3.

Number of parking spaces available to customers/employees 5

Number of parking spaces that will be used for display/storage of Secondhand Motor Vehicles 25

Do you understand that all vehicles associated with the business must be stored on the licensed premise?  Yes  No

What are your plans to ensure this requirement is met (check all that apply)?  Employee Training

Supervisor Monitoring  Fenced Lot  Keys Kept in Locked Box  Other: \_\_\_\_\_

Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise?  Yes  No

What are your plans to ensure this requirement is met (check all that apply)?  Employee Training

Supervisor Monitoring  Designated Repair Area  Other: \_\_\_\_\_

Do you understand all keys to used motor vehicles offered for sale must be kept in a secure lockbox inside the dealership building at all times when the dealership is not open for business?  Yes  No

What are your plans to ensure this requirement is met (check all that apply)?  Employee Training

Supervisor Monitoring  Other: \_\_\_\_\_

**SECTION 3 DISCLOSURE**

Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked?  No  Yes

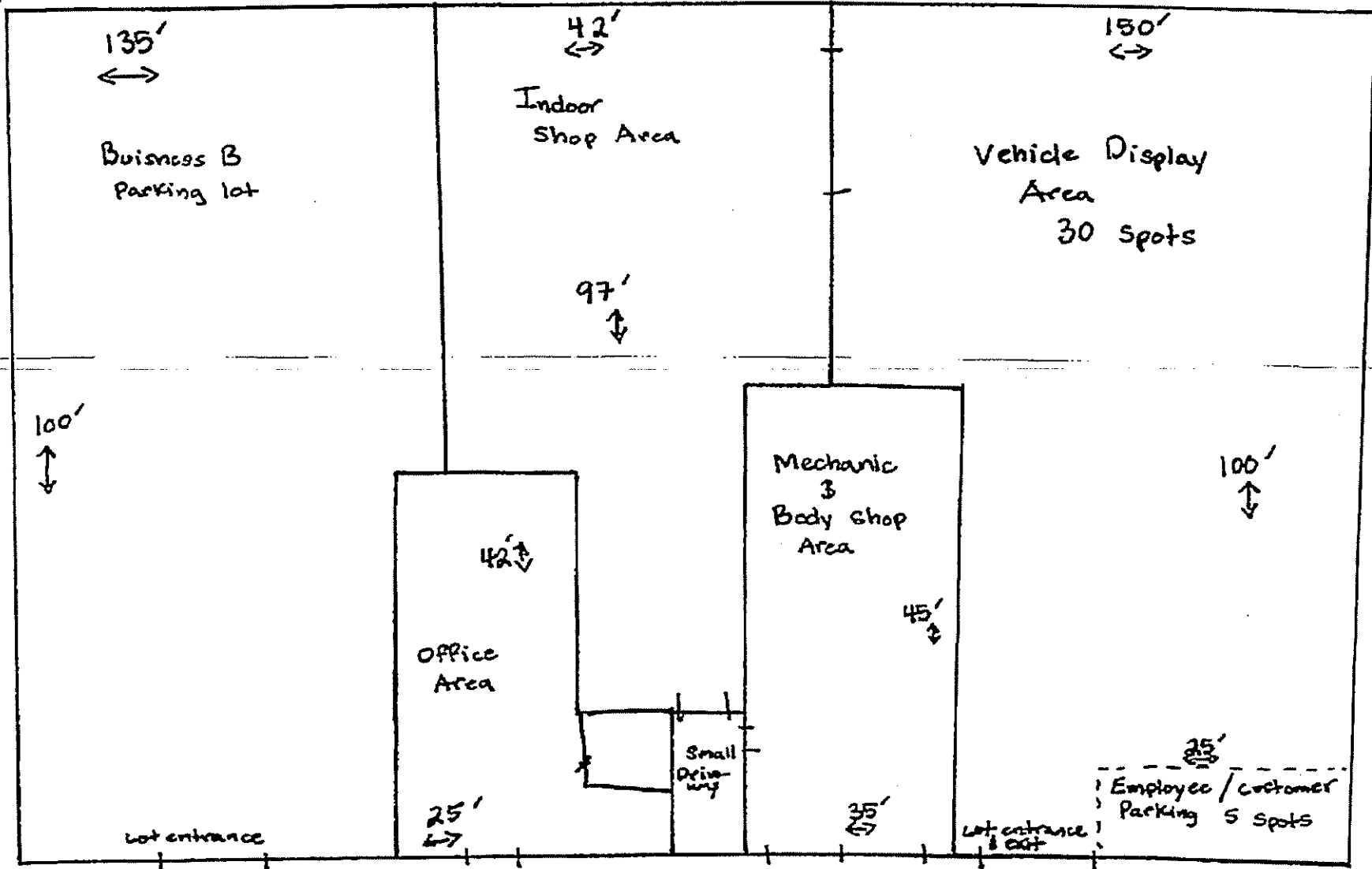
If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

**SECTION 4 SIGNATURES**

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

/s/ Rene Valerio  
Additional partner or 20% or more shareholder

V →  
N ↗



W Cleveland Ave

Valerio's Auto Sales LLC  
2727A S 11th street  
01-29-26

S 11th Street