



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, October 13, 2021

COMMITTEE MEETING NOTICE

AD 07

MERCADO, Luis, Agent
Mercado Auto Body INC.
3801 N 35th St
Milwaukee, WI 53216

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

Tuesday, October 19, 2021 at 11:05 AM

Regarding: Your Secondhand Motor Vehicle Dealer's License Transfer Application with Change of Hours From Closing Mon - Fri at 06:00 PM and Sat at 01:00 PM To Closing Mon - Fri at 08:00 PM and Sat at 03:00 PM as agent for "24/7 Auto Sales" at 3801 N 35th St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/636199461>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 636-199-461.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition attend the virtual hearing and are willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov



Wednesday, October 13, 2021



Notice of Public Hearing

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MERCADO, Luis,

24/7 Auto Sales at 3801 N 35th St.

Secondhand Motor Vehicle Dealer's License Transfer Application with Change of Hours From Closing Mon - Fri at 06:00 PM and Sat at 01:00 PM To Closing Mon - Fri at 08:00 PM and Sat at 03:00 PM

Tuesday, October 19, 2021 at 11:05 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 10/19/2021 at 11:05 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, 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 testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	3607 W VIENNA AVE	MILWAUKEE, WI 53216-3020
CURRENT OCCUPANT	3746 N 36TH ST	MILWAUKEE, WI 53216-3004
CURRENT OCCUPANT	3750 N 36TH ST	MILWAUKEE, WI 53216-3004
CURRENT OCCUPANT	3756 N 36TH ST	MILWAUKEE, WI 53216-3004
CURRENT OCCUPANT	3757 N 36TH ST	MILWAUKEE, WI 53216-3003
CURRENT OCCUPANT	3762 N 36TH ST	MILWAUKEE, WI 53216-3004
CURRENT OCCUPANT	3763 N 36TH ST	MILWAUKEE, WI 53216-3003
CURRENT OCCUPANT	3768 N 36TH ST	MILWAUKEE, WI 53216-3004
CURRENT OCCUPANT	3800 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3801 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3802 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3803 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3808 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3809 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3814 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3815 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3815A N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3817 N 35TH ST, 210	MILWAUKEE, WI 53216-3076
CURRENT OCCUPANT	3817 N 35TH ST, 211	MILWAUKEE, WI 53216-3076
CURRENT OCCUPANT	3817 N 35TH ST, 212	MILWAUKEE, WI 53216-3076
CURRENT OCCUPANT	3817 N 35TH ST, 213	MILWAUKEE, WI 53216-3076
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CURRENT OCCUPANT	3817 N 35TH ST, 215	MILWAUKEE, WI 53216-3076
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CURRENT OCCUPANT	3817 N 35TH ST, 410	MILWAUKEE, WI 53216-3076
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CURRENT OCCUPANT	3817 N 35TH ST, 417	MILWAUKEE, WI 53216-3076
CURRENT OCCUPANT	3817 N 35TH ST, 418	MILWAUKEE, WI 53216-3076
CURRENT OCCUPANT	3817 N 35TH ST, 419	MILWAUKEE, WI 53216-3076

CURRENT OCCUPANT	3817 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3818 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3819 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3822 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3824 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3825 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3828 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3829 N 36TH ST	MILWAUKEE, WI 53216-3005
CURRENT OCCUPANT	3834 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3840 N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3840A N 36TH ST	MILWAUKEE, WI 53216-3006
CURRENT OCCUPANT	3846 N 36TH ST	MILWAUKEE, WI 53216-3006

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Total Records: 58

Radius: 250.0 feet and Center of Circle: 3801 N 35th St



PERMANENT CHANGE TO BUSINESS PLAN OF OPERATION APPLICATION

OFFICE OF THE CITY CLERK LICENSE DIVISION
 200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
 (414) 286-2238 EMAIL: LICENSE@MILWAUKEE.GOV

Check/List All License Type(s): Alcohol Beverage Food Other(s): Secondhand Motor Vehicle

Legal Entity Name (Sole Proprietor, Partnership, Corporation or LLC): Mercado Auto Body INC

Agent's Name (Corp/LLC): Luis Mercado

Trade Name: 24/7 Auto Sales

Business Address (include city/state/zip code): 3801 N. 35th Street Milwaukee, WI 53216 Aldermanic District: 7

REQUEST TO CHANGE HOURS OF OPERATION AS FOLLOWS:

Day of the Week	Current Hours of Operation:		Proposed Hours of Operation:		Number of Customers expected each day	Class B Taverns: Age Restriction for each day (if over 21) (This is optional) If none, write "none"
	Open	Close	Open	Close		
Sunday	—	—	—	—		
Monday	9 am	1 pm	9 am	8 pm		
Tuesday	9 am	1 pm	9 am	8 pm		
Wednesday	9 am	1 pm	9 am	8 pm		
Thursday	9 am	1 pm	9 am	8 pm		
Friday	9 am	1 pm	9 am	8 pm		
Saturday	9 am	1 pm	9 am	3 pm		

Prohibited Hours of Operation: Class A: 9:00 PM to 8:00 AM
 Class B/C: Monday thru Friday 2:00 AM – 6:00 AM; Class B/C: Saturday thru Sunday 2:30 AM – 6:00 AM
 Food: 12:00 AM to 5:00 AM (unless an Extended Hours license is also held)

REQUEST TO CHANGE FLOOR PLAN AS FOLLOWS:

New floor plan(s) must be submitted with this application.
 (See next page for detailed floor plan instructions.)

** Alcohol/Food Establishments:
 A Permanent Extension of Premises Application is required if you are adding any square footage to the licensed premises. Do not submit this form.

Office Use Only:
 Filed 9/27/2021 Initials (Signature) App#s UCAR 328985
 MPD _____ LC _____ CC _____ License #s _____

REQUEST TO CHANGE BUSINESS OPERATIONS AS FOLLOWS:

Current business operations: _____

Proposed change(s) to the business operations: _____

Besides the changes requested above, there are no further changes. The current plan of operation (including floor plan) will be followed. I understand any changes to the plan of operation (including floor plan) need to be requested and approved before implementing.

Luis Mercado
Print Name of Individual, Partner, or Agent of Corp/LLC

Luis Mercado
Signature of Individual, Partner, or Agent of Corp/LLC