

CITY OF MILWAUKEE OFFICE OF THE CITY CLERK

Thursday, August 21, 2025

COMMITTEE MEETING NOTICE

AD 12

SALAZAR, Gustavo, Agent EL TAPATIO LLC 1701 W LINCOLN Av 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, September 09, 2025 at 09:00 AM

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

Regarding:

Your Food Dealer and Food Peddler Licenses Renewal Application as agent for "El Tapatio LLC" for "El Tapatio" at 1701 W LINCOLN Av.

There is a possibility that your application 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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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

Richardson, Tonja

From:

License

Sent:

Friday, June 13, 2025 1:50 PM

To:

Richardson, Tonja

Subject:

FW: City of Milwaukee License Division

Attachments:

Live Snapshot-2025-06-11 04.27.54.719 PM.jpg

Please add objection

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



Take Our Survey!

From:

Sent: Wednesday, June 11, 2025 4:45 PM
To: License <LICENSE@milwaukee.gov>
Subject: City of Milwaukee License Division

Good afternoon,

I want to bring to your attention to Pleasant Street, east of Commerce Street on the north side. It has come to my attention that there is no signage in place to restrict parking in this area. Consequently, there is a food vendor, El Tapatio that is parking there for extended periods, leading to unauthorized parking on our property, loitering and littering. The truck is sighted on Pleasant Street from 10:30am until 8pm or later if there are patrons.

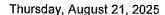
This issue is further exacerbated by the new traffic patterns and ongoing construction, making it exceedingly difficult for everyone, including first responders, to navigate this pathway. I kindly request that you investigate this matter at your earliest convenience to help mitigate these issues.

Should you have any questions or require further information, please do not hesitate to contact me.

Thank you for your attention to this matter.











Notice of Public Hearing

Blank Notice

SALAZAR, Gustavo, Agent El Tapatio at 1701 W LINCOLN Av Food Dealer and Food Peddler Licenses Renewal Application

Tuesday, September 09, 2025 at 9:00 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/9/2025 at 9:00 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at http://city.milwaukee.gov/citychannel. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

- 1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
- 2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
- 3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
- 4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
- 5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)

- 6. You may then provide testimony.
- a. Include only information relating to the above license application.
- b. Include only information you have personally witnessed or seen.
- c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
- d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
- 7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
- 8. Business Competition is not a valid basis for denial or non-renewal of a license.

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

OCCUPANT **CURRENT OCCUPANT CURRENT OCCUPANT**

MAIL ADDRESS 1608 W LINCOLN AVE# 1 1608 W LINCOLN AVE# 2 1608 W LINCOLN AVE# 3 1608 W LINCOLN AVE# 4 1609 W LINCOLN AVE 1609A W LINCOLN AVE 1612A W LINCOLN AVE **1617 W LINCOLN AVE 1617A W LINCOLN AVE** 1618 W LINCOLN AVE 1620 W LINCOLN AVE 1620A W LINCOLN AVE 1622 W LINCOLN AVE 1624 W LINCOLN AVE 1625 W LINCOLN AVE# 1 1625 W LINCOLN AVE# 2 1625 W LINCOLN AVE# 3 1629A W LINCOLN AVE 1631 W LINCOLN AVE 1700 W LINCOLN AVE 1702 W LINCOLN AVE 1702A W LINCOLN AVE 1704 W LINCOLN AVE 1706 W LINCOLN AVE 1706A W LINCOLN AVE 1707 W LINCOLN AVE 1708 W LINCOLN AVE 1708A W LINCOLN AVE **1711 W LINCOLN AVE** 1712 W LINCOLN AVE 1712A W LINCOLN AVE 1715 W LINCOLN AVE 1716 W LINCOLN AVE 1716A W LINCOLN AVE 1717 W LINCOLN AVE 1719 W LINCOLN AVE 1719A W LINCOLN AVE 1720 W LINCOLN AVE 1720A W LINCOLN AVE 1720B W LINCOLN AVE 1721 W LINCOLN AVE 1723 W LINCOLN AVE 2251 S 17TH ST 2253 S 17TH ST

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2254 S 17TH ST# A

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CURRENT OCCUPANT	2256 S 18TH ST	MILWAUKEE, WI 53215-2628
CURRENT OCCUPANT	2259 S 17TH ST	MILWAUKEE, WI 53215-2623
CURRENT OCCUPANT	2268 S 17TH ST	MILWAUKEE, WI 53215-2624
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CURRENT OCCUPANT	2268 S 17TH ST# B	MILWAUKEE, WI 53215-2624
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CURRENT OCCUPANT	2327 S 16TH ST	MILWAUKEE, WI 53215-3061
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CURRENT OCCUPANT	2330 S 17TH ST	MILWAUKEE, WI 53215-3040
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CURRENT OCCUPANT	2331 S 16TH ST# 5	MILWAUKEE, WI 53215-3061
CURRENT OCCUPANT	2333 S 17TH ST	MILWAUKEE, WI 53215-3039
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CURRENT OCCUPANT	2335 S 16TH ST	MILWAUKEE, WI 53215-3061
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CURRENT OCCUPANT	2346A S 18TH ST	MILWAUKEE, WI 53215-3004
CURRENT OCCUPANT	2348 S 17TH ST	MILWAUKEE, WI 53215-3040
CURRENT OCCUPANT	2349 S 17TH ST	MILWAUKEE, WI 53215-3039
CURRENT OCCUPANT	2349A S 17TH ST	MILWAUKEE, WI 53215-3039
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Total Records: 105

Radius 250 feet and Center of the Circle: 1701 W Lincoln Av



FOOD DEALER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

SALAZAR, Gustavo, Agent El Tapatio LLC 1701 W LINCOLN AV Milwaukee WI 53215

License # FREST 20855

Fee: \$125.00

SECTION 1 – CHANGES TO THE PLAN OF OPERATION?
Are there any changes to the current hours of operation?
If yes, describe:
Your current hours of operation are listed on your current license. Please note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.
Are there any changes in your plans to address litter, noise, and/or security? No Yes If yes, describe:
Are there any changes to your current plan of operation or floor plan*?
*If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information. However, a "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.
SECTION 2 - ACKNOWLEDGEMENT & SIGNATURE
Your current food license includes the following business operations: MOBILE RESTAURANT BASE
Except for any changes listed in Section 1 or 2 above, I confirm that no changes are being made to the business operations for the next renewal period. Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign



SALAZAR, Gustavo, Agent

FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

1701 W LINCOLN AV Milwaukee WI 53215
License # FPMREST 1762 Unique ID# 0893
Exp Date: 7/27/2025
Renewal Fee: \$305.00
File By Date: 5/15/2025 Date \$75 Late Fee Begins: 5/16/2025
CART / VEHICLE If this has changed, do not file this renewal application. A new application is required.
Pushed, Pedaled, Pulled or Carried
Motorized Make: Unknown Model: WORKHORSE PROVIDE INFORMATION
If any information is missing: VIN #: 5B4HPD2V563416220 License Plate #: 84852
LITTER & NOISE
Who will be operating the cart/vehicle? Licensee Employees
How will the area around the cart/vehicle be kept clean?
How often will the area around the cart/vehicle be checked for litter? Hourly Daily/Nightly Other
Who will keep the area around the cart/vehicle clean? Licensee
Other
How will noise issues be addressed/prevented? [i]By the cart operator [Police will be called [Other
How will disruptive behaviors to surrounding neighbors be addressed/prevented? By the cart operator Police will be
called Other
ACKNOWLEGEMENT & SIGNATURE
The current license includes the following business operations: I confirm that no changes are being made to the business operations for the next renewal period.
Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign

Legal Entity: El Tapatio LLC dba El Tapatio License Number: FPMREST 1762 Premise Address: 1701 W LINCOLN AV Milwaukee WI 53215 Unique Id# 0893					
List all Vending Location Addresses	Check the Locat	ion Type	Circle the Days of the Week at this Location	Start Time (include am/pm)	End Time (include am/pm)
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SIGNATURE(S)					
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I understand that failure to maintain a current citation and permit suspension and or revocat	itinerary with the C	City Clerk (License Division	n) may result in progressive en	forcement action i	ncluding



SALAZAR, Gustavo, Agent

1701 W LINCOLN AV

FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

Willwaukee WI 53215	
License # FPMREST	1761 Unique ID# 0334
Exp Date: 7/27/2025	
Renewal Fee: \$305.00	
File By Date: 5/15/2025	Date \$75 Late Fee Begins: 5/16/2025
CART / VEHICLE If this has a	hanged, do not file this renewal application. A new application is required.
Pushed, Pedaled, Pulled o	r Carried
Motorized PROVIDE INFORMATION	Make: Ford Model: Cab Chassis
If any information is missing:	VIN #: 1FCLE49L06HB26520 License Plate #: EC62860*
LITTER & NOISE	
Who will be operating the car	t/vehicle? Licensee Æmployees
How will the area around the	cart/vehicle be kept clean? UŜweep Pick Up litter Garbage Cans Other
How often will the area arour	d the cart/vehicle be checked for litter? Hourly Zpaily/Nightly Other
Who will keep the area aroun	d the cart/vehicle clean? Licensee Employees
Other	
How will noise issues be addre	essed/prevented? By the cart operator Police will be called Other
How will disruptive behaviors	to surrounding neighbors be addressed/prevented? IBy the cart operator Police will be
called Other	· · · · · · · · · · · · · · · · · · ·
ACKNOWLEGEMENT & SIG	NATURE
operations for the next renew	ne following business operations: I confirm that no changes are being made to the business all period. Solution: Solution of the following business are being made to the business are period by the business are being made to the business are business are business are business are business are business are bus

FOOD PEDDLER RENEWAL IT	INERARY				
Legal Entity: El Tapatio LLC dba E Premise Address: 1701 W LINCOLN AV	•	License Number: 3215 Unio	FPMREST 1761 que ld# 0334		
List all Vending Location Addresses	Check the Locat	ion Type	Circle the Days of the Week at this Location	Start Time (include am/pm)	End Time (include am/pm)
700 W Beacher St	☑ Public Way ☐ Event	☐ Private Property ☐ Seasonal Market	(Sun Mon Tue Wed Thu Fri Sat	10 444	3. 10
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	☐ Public Way ☐ Event	☐ Private Property ☐ Seasonal Market	Sun Mon Tue Wed Thu Fri Sat		
SIGNATURE(S)					
I understand that any changes I wish to make a be implemented. I will keep a copy of my curr				y form before any	changes can
I understand that failure to maintain a current citation and permit suspension and or revocat	itinerary with the C ion.	ity Clerk (License Division	n) may result in progressive end	forcement action l	ncluding
Sole Proprietor, Partner, or 20% or more share	holder	Additional Partner			



SALAZAR, Gustavo, Agent

FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

1701 W LIN Milwaukee	
License # Exp Date:	FPMREST 1764 Unique ID# 894 7/27/2025
Renewal Fee: File By Date:	\$305.00 5/15/2025 Date \$75 Late Fee Begins: 5/16/2025
CART / VEHICL	E If this has changed, do not file this renewal application. A new application is required.
Pushed, Peda	aled, Pulled or Carried
Motorized	Make: Ford Model: TRUCK
PROVIDE INFOR- If any information	•••••
LITTER & NOIS	
Who will be oper	rating the cart/vehicle? Licensee ÉÉmployees
How will the area	a around the cart/vehicle be kept clean? Sweep Pick Up litter Garbage Cans Other
How often will th	ne area around the cart/vehicle be checked for litter?
Who will keep th	e area around the cart/vehicle clean? Licensee Employees
Other	<u> </u>
How will noise is:	sues be addressed/prevented? By the cart operator Police will be called Other
How will disrupti	ve behaviors to surrounding neighbors be addressed/prevented? 🖾 By the cart operator 🔲 Police will be
called Other	
ACKNOWLEGEN	MENT & SIGNATURE
	Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign

FOOD PEDDLER RENEWAL ITINERARY					
Legal Entity: El Tapatio LLC dba E Premise Address: 1701 W LINCOLN A	•	License Number: 3215 Unio	FPMREST 1764 que Id# 894		
List all Vending Location Addresses	Check the Local	tion Type	Circle the Days of the Week at this Location	Start Time (include am/pm)	End Time (include am/pm)
Hermital de	Ø Public Way ☐ Event	☐ Private Property ☐ Seasonal Market	Sun Mon Tue Wed Thu Fri Sat	10 AM	7:4574
26 Octo National are	☐ Public Way ☐ Event	☐ Private Property ☐ Seasonal Market	Sun Mon Tue Wed Thu Fri Sat		
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SIGNATURE(S)		<u> </u>			
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citation and permit suspension and/or jevoca	fion.	Min A	My-		
Sole Proprietor, Partner, or 20% or more Shar	eholder	Additional Partner			

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SALAZAR, Gustavo, Agent

FOOD PEDDLER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

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

Milwaukee WI	
	PMREST 1760 Unique ID# 0892 /27/2025
•	305.00
File By Date: 5/	/15/2025 Date \$75 Late Fee Begins: 5/16/2025
CART / VEHICLE /	f this has changed, do not file this renewal application. A new application is required.
Pushed, Pedaled	, Pulled or Carried
Motorized PROVIDE INFORMA	Make: Freightline Model: Truck
If any information is	
LITTER & NOISE	4.
Who will be operating	ng the cart/vehicle? Licensee EEEmployees
How will the area are	ound the cart/vehicle be kept clean? Sweep Pick Up litter Garbage Cans Other
How often will the a	rea around the cart/vehicle be checked for litter? Hourly Daily/Nightly Other
Who will keep the ar	rea around the cart/vehicle clean? Licensee LEmployees
Other	
How will noise issues	s be addressed/prevented? By the cart operator Police will be called Other
How will disruptive b	pehaviors to surrounding neighbors be addressed/prevented? 🗗 By the cart operator 🔲 Police will be
called Other	
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	ncludes the following business operations: Food Prep, DHS - MODERATE I confirm that no changes are usiness operations for the next regional period.
	Lustino Salera
S	Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign

Legal Entity: El Tapatio LLC dba El Tapatio License Number: FPMREST 1760 Premise Address: 1701 W LINCOLN AV Milwaukee WI 53215 Unique Id# 0892					
List all Vending Location Addresses	Check the Locat	ion Type	Circle the Days of the Week at this Location	Start Time (include am/pm)	End Time (include am/pm)
CINO this cong could be. Ai con laggless	☑ Public Way □ Event	☐ Private Property ☐ Seasonal Market	Sun Mon Tue Wed Thu Fri Sat	10 Act	3 4.4
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I understand that failure to maintain a current citation and permit suspension and/or revoca	: itinerary with the C tion.	City Clerk (License Division (1007). Additional Partner	18 81	forcement action	including



SALAZAR, Gustavo, Agent

FOOD PEDDLER LICENSE SUPPLÉMENTAL RENEWAL APPLICATION

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

1701 W LINCOLN A Milwaukee WI 532	
License # FPMRI Exp Date: 7/27/2	EST 1763 Unique ID# 0891 2025
Renewal Fee: \$305.0	
File By Date: 5/15/2	2025 Date \$75 Late Fee Begins: 5/16/2025
CART / VEHICLE If this	has changed, do not file this renewal application. A new application is required.
Pushed, Pedaled, Pull	ed or Carried
Motorized	Make: Freightline Model: Truck
PROVIDE INFORMATION If any information is miss	
LITTER & NOISE	
Who will be operating the	e cart/vehicle? Licensee ြEmployees
How will the area around	the cart/vehicle be kept clean? Sweep Pick Up litter Garbage Cans Other
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Other	
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How will disruptive behav	riors to surrounding neighbors be addressed/prevented? 🖽 By the cart operator 🔲 Police will be
called Other	
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Legal Entity: El Tapatio LLC dba El Tapatio License Number: FPMREST 1763 Premise Address: 1701 W LINCOLN AV Milwaukee WI 53215 Unique Id# 0891					
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understand that failure to maintain a curre tation and permit suspension and/or reyo	ent itinerary with the C cation.	City Clerk (License Division	n) may result in progressive en	forcement action	Including