



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

Friday, June 13, 2025

COMMITTEE MEETING NOTICE

AD 08

RIVERA, William, Agent
LA PICA #3, LLC
3427-31 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.

Friday, June 27, 2025 at 09:15 AM

The access code is <https://meet.goto.com/114029581>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Renewal Application as agent for "LA PICA #3, LLC" for "LA PICA CARR 3 BAR & HALL" at 3427-31 W LINCOLN Av.

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 85-4-4, 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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

**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
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 05/23/25
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 381421

License Location: 3427-31 W Lincoln Avenue
Business Name: La Pica Carr 3 Bar & Grill

Licensee/Applicant: Rivera, William
(Last Name, First Name, MI)
Date of Birth: 08/22/58

Home Address: 2077 S 30th Street
City: Milwaukee
Home Phone: (414) 736-2019

State: Wi **Zip Code:** 53215

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 3-3-89, in Milwaukee County, Wisconsin, subject was charged with Possession with Intent to Deliver – Controlled Substance.

Charge: Possession with Intent to Deliver – Controlled Substance
Finding: guilty
Sentence: 3yrs 6 months Prison
Date: 4-29-91
Case: F890714 FELONY

The following occurred at 2078 S 8th Street where the applicant is currently the licensee:

2. On 03-02-06, at 11:40pm, Milwaukee Police conducted a license premise check at 2078 S. 8th St, La Pica Lounge. They found the rear door locked. They also found a 19 year old underage person on the premise. Another patron walked into the bar while the officers were there and was observed by police to have dropped suspected cocaine. Patron was arrested for possession of controlled substance cocaine. Licensee was issued the following citations:

Charge: Presence of Underage
Safe Egress From Ent Door/Serving Room
Finding: Dismissed w/o Prejudice
Guilty
Sentence: Fined \$343.00
Date: 05/30/06
Case: 06032440
06032441

- =====
3. On 10/19/08 at 12:15 am, Milwaukee police were dispatched to 2078 S 8th Street for a Battery complaint. Investigation revealed the manager of La Pica's, Jerry Garcia, battered his girlfriend while inside the tavern causing injury. Garcia was arrested and charged with Substantial Battery. No tavern violations were observed during this investigation.
4. On 07/09/09 at 10:15 pm, Milwaukee police were conducting Sales of Alcohol To Underage Person and had a Milwaukee police aide, who is under the age of 21, enter 3431 W Lincoln in attempts to purchase alcohol. The bartender, identified as Victor Caban, served the aide a bottle of Corona beer without asking for any ID. Officers spoke to Caban who stated he was in training and didn't card the patron because it was busy. Officers spoke to the licensee William Rivera regarding this incident. Rivera was cited for Presence of Minor and Caban was cited for Sale of Alcohol to Minor Prohibited.

As to Rivera:

Charge: Presence of Minor at Licensed Premise
Finding: Dismissed w/o prejudice
Date: 01/22/10
Case: 09106345

As to Caban:

Charge: Sale of Alcohol To Underage Person
Finding: Guilty
Sentence: Fined \$100.00
Date: 09/02/09
Case: 09106295

- =====
5. On 01/02/2015 Milwaukee police conducted a licensed premise check at 3431 West Lincoln Avenue. No violations were observed.
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6. On 11/25/2015 officers conducted a tavern check on La Pica, 3427 W. Lincoln Av. The staff was cooperative and no violations were observed.
7. On 12/13/2015 officers conducted a tavern check on La Pica, 3427 W. Lincoln Av. The applicant was on scene and cooperative. No violations were observed.
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8. On 09/01/2017 at 1:11am officers were dispatched to a subject with gun complaint at 3431 W. Lincoln Av, La Pica Carr Bar & Hall. The officers interviewed a patron, Angelina VALDEZ, who stated she got into a verbal argument with another patron, Destinie LUCIANO, because LUCIANO bumped into her. VALDEZ stated during the argument she thought she was armed with a firearm. The officers interviewed LUCIANO who denied having a weapon. The officers checked LUCIANO but could not locate a weapon. The applicant was cooperative with the officers. No citations were issued.
9. On 02/15/2018 at 1:00am officers were dispatched to La Pica Bar, 3431 W. Lincoln Av for a subject with weapon complaint. The victim, Omar FIGUEROA, stated he had an incident 2-3 months ago with the security guard, Jose PEREZ. Today FIGUEROA stated PERZ wanted to fight him outside the bar. During the fight PEREZ stabbed FIGUEROA. The officers interviewed the applicant who stated a patron and his security guard got into a fight outside. The applicant was cooperative and the officers did not observe any violations.
10. On 02/27/2018 a meeting was held at District 2 regarding a Battery cutting on 02/16/2018 at La Pica Carr, 3427 W. Lincoln Av. The applicant stated he was present at the incident and tried to break up the fight. He stated his security was involved and he has now fired the guard. He stated he made a mistake not calling the police and has instructed his employees to always call when incidents occur. The applicant stated he is looking into getting a ID scanner, and continue to use the security wand at the door.

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11. On 05/16/2018 at 1:55am officers were dispatched to 3431 W. Lincoln Av for an Entry complaint. The officers spoke with the applicant, who stated there was a female in the bar saying "F---, Juan" several times. Another customer named Juan thought she was talking about him, so he became upset and wanted to fight the female. The applicant kicked out Juan and kept the female inside. Juan then attempted to get back in the tavern and threatened to shoot the bar. The applicant called the police and was cooperative with the officers.

12. On 10/20/2018 at 2:25am officers were dispatched to Mt Sinai Hospital to investigate a shooting that occurred at La Pica Carr, 3431 W. Lincoln Av. The investigation revealed the victim and suspect were in the bar and the suspect was reaching into her purse for her ATM card when she discharged the pistol that was in her purse, striking the victim in the leg. The suspect then drove the victim to the hospital for treatment. The officers went to the bar at about 3:25am but found the bar closed and the applicant did not answer his phone or the door when the officers went to his house. In the morning the officers contacted the applicant and he went to the bar. The officers found the bar was not cleaned up and the video surveillance was not recording. The applicant stated he does not know how a gun got inside because he has two security officers and they pat everyone down to check for weapons. He stated he did not call the police because he thought someone else did. He also stated he was fearful his license would not be renewed since he was given a warning last year. The officers found his liquor license was not posted.

Charge:	Display of License Required
Finding:	Guilty
Sentence:	Fined \$150.00
Date:	04/11/2019
Case:	19000744

13. On 11/15/2018 a meeting was held at District 2 regarding La Pica Carr and the recent nuisance declaration. The applicant stated he was working the night of the shooting and heard the shot but did not see anyone injured. He stated he panicked and closed the bar for the night. He was advised that he needed to call the police when incidents occur. He stated the security cameras still did not work but was planning on having them repaired. He submitted an abatement plan which was approved.

14. On 04/24/2019 officers responded with DNS inspectors to 3427 W. Lincoln Av. There was no answer at the door even though the inspectors had an appointment with the owner. They then went to the apps residence and again received no response. The inspector left a letter with his contact information.

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15. On 02/27/22 officers were on patrol in the area of S. 35th and W. Lincoln, when they heard gunfire and subjects physically fighting in front of 3431 W. Lincoln. The agent was on scene and stated security observed two patrons were arguing over a pool game and began to push and shove each other. Security escorted the patrons outside, where the fight continued. The agent stated he did not hear any gunfire, however, allowed officers to view video surveillance, which captured the incident. The agent stated they hired 3 security officers for the night, however, 2 left prior to officers' arrival and he did not know why. Officers required one spent casing outside of the bar and the suspect was arrested following a traffic stop in which a firearm was recovered.

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16. On 12/10/23 at 2:20a.m., Milwaukee Police were dispatched to a Shooting that occurred behind 3431 W. Lincoln Ave. The officers interviewed the agent, who stated they did not hear the gunfire. The agent was cooperative and allowed officers to view video surveillance, however, it was not at the proper angle to have captured the incident. The agent signed a consent form for officers to access a secondary older camera system that may have captured the incident.

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17. On 02/16/25 at 1:20a.m., Milwaukee Police were flagged down by security at 3431 W. Lincoln Ave. Officers observed a large crowd arguing and grabbing one another, attempting to stop subjects from fighting. As officers were attempting to separate subjects, more patrons exited the bar and the disturbance spread out onto the street, causing officers to call for additional squads. Once the scene was secure officers were unable to locate the security officer to provide a statement. The agent stated they had to kick people out due to things getting tense inside with patrons. The agent stated they did not know where the security guard went and stated they did not call for police. The licenses were not visibly posted and had to be retrieved from a back room, buried under paperwork. The agent stated they were painting, thus the reason for the licenses not being posted.

18. On 04/27/25 at 2:08am., Milwaukee Police were investigating an accident in the area of 3431 W. Lincoln Ave., when they observed a large group of people possibly fighting in front of the establishment and 3-5 gunshots fired. Officers immediately ran toward the area and were encountered by the victim clutching their head, pointing to a vehicle. Upon approaching the vehicle officers observed the suspect quickly discard a firearm, later determined to be a BB Gun, under the vehicle. Investigation revealed the victim was pistol whipped by the suspect as

they were leaving the bar. The suspect was taken into custody. It was undetermined who fired the shots. The officers attempted to review video surveillance from the business, however, they refused to open the door and let officers in.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502160012

OtherEvent #: 25-LP-0243

Incident

3431 W LINCOLN AV MILWAUKEE, WI 53215

Incident Date/Time:: 02/16/2025 01:20:00
CAD Number:: P2502160082
District:: 2
Beat:: 220
Reporting Area:: 5906

Business Agent (1)

RIVERA, WILLIAM

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 08/22/1958
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-644-7643
Phone 1 Type:: Cell
Address:: 3431 W LINCOLN AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53215

Licensed Premise Data (1)

LA PICA CARR 3

Phone 1 Number:: (414)-800-7485
Phone 1 Type:: Main
Address:: 3431 W LINCOLN AV
City:: MILWAUKEE
State:: WI
Zip Code:: 53215
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): Yes
Licensee or Manager was on
premises at time of
violation/incident:: Yes

Narrative (1)

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502160012

OtherEvent #: 25-LP-0243

LICENSED PREMISE REPORT

Martin, Traves N 026056

02/16/2025

This report is written by Police Officer Traves MARTIN, assigned to *DISTRICT Two Late SHIFT, SQUAD 2321*.

On Sunday, February 16th, 2025, AND 1:20am, Squad 2313 SGT. Christopher MONIGOLD was flagged down by security for (La Pica Carr 3) bar for a possible fight inside the business. Squad 2321 PO Traves MARTIN & PO Tyler GNAS was dispatched to assist Squad 2313 at the address of 3431 W Lincoln Ave, which is located in the City and County of Milwaukee.

Upon *our arrival* I observed a crowd of approximately 10 people yelling and grabbing on to each other preventing certain subjects from fighting each other. SGT MONIGOLD instructed us to separate people and get them to leave. It should be noted more people exited the bar that were being loud and boisterous. This fight continued on for various minutes even spreading out into the middle of W Lincoln Ave, forcing Officers to block the road to prevent vehicles from hitting these patrons. It should be noted initially 2 squads including a Sargent were on scene, and two additional Squads were enroute to assist Officers. Only one additional Squad, total of 3 were on scene attempting to break up the fight. It should be noted the security guard who originally flagged down uniformed Police was never located again to provide a statement.

I spoke to licensed premise (*owner, William RIVERA w/m 8/22/58*). They stated that an argument occurred inside the bar and things were getting so tense that he had to kick people out. RIVERA stated he did not know where his security guard went. RIVERA stated that he did not call the Police and did not have a reason why. No one at this business called the Police. RIVERA did not have his license posted anywhere on the wall visible for anyone to see. Instead had it in a back room buried with other paperwork. RIVERA stated that he was painting the walls and that is why he didn't have it posted. RIVERA was overall cooperative with Police and assisted us in any way to conduct our investigation.

The business had #1 security officers on scene but was nowhere to be located upon our arrival and did not return to the scene to make a statement. Squad 2321 did not observe the security guard at all.

It should be noted Squad 2313 observed multiple cars parked on the sidewalk on S 35th St, on the east side of the street next to the bar.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2502160012

OtherEvent #: 25-LP-0243

No video surveillance footage was reviewed.

While on scene, during my investigation for *the fight* I did not observe any violations in the licensed premise.

End of report.

Officer (2)

Reporting Officer:	Martin, Traves N (026056)	02/16/2025 01:49:00
Section: (Work Location):	23	
Approving Officer:	Albert, Joshua G (019226)	02/16/2025 05:58:31
Section: (Work Location):	23	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504270015

OtherEvent #: 25-LP-1830

Incident

3431 W LINCOLN AV Milwaukee, WI 53215

Incident Date/Time:: 04/27/2025 02:17:00
CAD Number:: P2504270166
District:: 2
Beat:: 220
Reporting Area:: 5906

Business Agent (1)

RIVERA, WILLIAM

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 08/22/1958
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-644-7643
Phone 1 Type:: Phone
Address:: 2077 S 30TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215

Licensed Premise Data (1)

LA PICA BAR

Phone 1 Number:: (414)-644-7643
Phone 1 Type:: Phone
Address:: 3431 W LINCOLN AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53215
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not
explain in narrative): No
Licensee or Manager was on
premises at time of
violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504270015

OtherEvent #: 25-LP-1830

Jackson, Spencer P 036925

04/27/2025

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This report is written by *PO Spencer JACKSON*, assigned to *DISTRICT TWO Late SHIFT, SQUAD 2320*.

On Sunday, April 27th, 2025, at approximately 2:08 A.M, while assigned to Squad 2320 (P.O. Muhammd ISMAIL and I) were on a Motor Vehicle Accident investigation, at the address of 2203 S. 35th Street, which is located in the City and County of Milwaukee, WI.

During our investigation of the vehicle accident, we heard a loud commotion coming from nearby bar, La Pica, located at 3431 W. Lincoln Ave (City and County of Milwaukee), approximately one block to the south.

We then we observed a group of people engaged in what we thought a physical fight. Shortly afterwards, we heard 3-5 gunshots and saw people dispersing rapidly from the area. P.O. JACKSON and I immediately started running toward the gunfire. As we neared the location, we encountered a male subject later identified as Junior ROMARIO (H/M, 06-02-83) running toward us. ROMARIO was clutching the left side of his head with his left hand and pointed towards a 2005 Red Chevrolet Trailblazer (WI: AXX-9304) that was parked in front of the bar.

To complete the investigation we required a total number of 10 squads including ourselves. Squad 2313, 2331, 2340, 2351, 2368, 2390, 2416, 2442, and 2471.

As I approaching the vehicle from the passenger side, he observed a male subject later identified as Alexis QUINONES (H/M, 12-07-77) discarded a black firearm underneath the vehicle. P.O. JACKSON then quickly detained QUINONES and placed him in cuff.

The following is a brief summary of the victim's interview and not a verbatim account. To fully

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504270015

OtherEvent #: 25-LP-1830

understand the victim's statement, including the context in which it was made, please watch/listen to the recording of the interview in its entirety, which was captured on officer's body worn cameras.

According to ROMARIO's statement, he indicated that a verbal altercation occurred among a group inside the bar and that the bar owner instructed everyone to leave. As ROMARIO was exiting, he was confronted by QUINONES's girlfriend identified as Elena S. GARCIA (H/F, 04-14-82), who pointed at ROMARIO and informed QUINONES, "that's him." ROMARIO stated that QUINONES retrieved a black handgun from his person, and he intentionally and without consent, pistol-whipped him approximately three times on the left side of his head causing him pain. ROMARIO stated that upon seeing officers approaching, QUINONES discarded a firearm underneath the vehicle.

(It should be noted that ROMARIO only speaks Spanish, and Squad 2351 (P.O. Julius TORRES) did the translation from English to Spanish)

A search underneath the vehicle revealed the discarded firearm, which was determined to be a Black GLOCK19 BB gun powered by CO2 gas. The BB gun was recovered as evidence and placed in the inventory (barcode: 10011028)

I interviewed GARCIA, who recounted that she and QUINONES were inside the bar when a physical confrontation erupted between two groups. GARCIA mentioned that she went to the restroom, and upon exiting, they were getting to leave and stepped outside. She then got in the driver's seat of the 2005 Red Chevrolet Trailblazer, while QUINONES got in the front passenger seat. GARCIA noted that QUINONES subsequently exited the vehicle and engaged in a verbal dispute with individuals outside the bar. GARCIA stated that shortly after, she heard couple of gunshots but did not witness the shooter. GARCIA admitted to knowing that the firearm in QUINONES's possession was a BB gun and not a real gun. GARCIA stated that she did not witness QUINONES striking ROMARIO with the BB gun.

We attempted to review surveillance footage from La Pica bar, but the owner of the bar refused to open the door and let officers in. A license premise report was filed regarding, and follow-up will be conducted on a later date in attempt to recover the video.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:C2504270015

OtherEvent #: 25-LP-1830

ROMARIO sustained a minor bump on the left side of his head, and he was treated on scene by Curtis Ambulance 319. ROMARIO refused to go to Hospital for further treatment, and he wishes to prosecute.

QUINONES was taken into custody; he was then conveyed to District Two Station for Booking and Processing.

The business was uncooperative as they did not come out to talk with police and did not answer the door which they had locked.

The listed business did not answer the door for us and locked the door. We were unable to make contact with anyone from the business at this time.

End of Report

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Officer (2)

Reporting Officer:	Jackson, Spencer P (036925)	04/27/2025 04:02:00
Section: (Work Location):	23	
Approving Officer:	Albert, Joshua G (019226)	05/01/2025 04:15:14
Section: (Work Location):	23	



Friday, June 13, 2025



Notice of Public Hearing

Blank Notice

RIVERA, William, Agent
LA PICA CARR 3 BAR & HALL at 3427-31 W LINCOLN Av
Class B Tavern and Public Entertainment Premises Licenses Renewal Application

Friday, June 27, 2025 at 9:15 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 6/27/2025 at 9:15 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	2254 S 35TH ST	MILWAUKEE, WI 53215-2307
CURRENT OCCUPANT	2254A S 35TH ST	MILWAUKEE, WI 53215-2307
CURRENT OCCUPANT	2255 S 34TH ST	MILWAUKEE, WI 53215-2303
CURRENT OCCUPANT	2257 S 35TH ST	MILWAUKEE, WI 53215-2306
CURRENT OCCUPANT	2318 S 34TH ST	MILWAUKEE, WI 53215-2809
CURRENT OCCUPANT	2318A S 34TH ST	MILWAUKEE, WI 53215-2809
CURRENT OCCUPANT	2319 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2322 S 34TH ST	MILWAUKEE, WI 53215-2809
CURRENT OCCUPANT	2322 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2323 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2326 S 34TH ST	MILWAUKEE, WI 53215-2809
CURRENT OCCUPANT	2327 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2328 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2331 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2332 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2335 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2336 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2339 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2340 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2343 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	2344 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2346 S 35TH ST	MILWAUKEE, WI 53215-2816
CURRENT OCCUPANT	2347 S 34TH ST	MILWAUKEE, WI 53215-2808
CURRENT OCCUPANT	3335 W LINCOLN AVE	MILWAUKEE, WI 53215-2350
CURRENT OCCUPANT	3400 W LINCOLN AVE	MILWAUKEE, WI 53215-2353
CURRENT OCCUPANT	3402 W LINCOLN AVE	MILWAUKEE, WI 53215-2353
CURRENT OCCUPANT	3406 W LINCOLN AVE	MILWAUKEE, WI 53215-2353
CURRENT OCCUPANT	3409 W LINCOLN AVE	MILWAUKEE, WI 53215-2352
CURRENT OCCUPANT	3412 W LINCOLN AVE	MILWAUKEE, WI 53215-2353
CURRENT OCCUPANT	3412A W LINCOLN AVE	MILWAUKEE, WI 53215-2353
CURRENT OCCUPANT	3413 W LINCOLN AVE	MILWAUKEE, WI 53215-2352
CURRENT OCCUPANT	3417 W LINCOLN AVE	MILWAUKEE, WI 53215-2352
CURRENT OCCUPANT	3421 W LINCOLN AVE	MILWAUKEE, WI 53215-2352
CURRENT OCCUPANT	3427 W LINCOLN AVE	MILWAUKEE, WI 53215-2352
CURRENT OCCUPANT	3431 W LINCOLN AVE	MILWAUKEE, WI 53215-2352

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Total Records: 35

Radius 250 feet and Center of the Circle: 3724-31 W Lincoln Av

2025-2026 Plan of Operation for 3427-31 W LINCOLN AV

1. Litter & Security Plans			
How are the grounds kept clean? <input type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>wandering Deck</u>			
Number of garbage cans: Inside <u>4</u> Locations: <u>Bathrooms, Bar Area</u> Outside <u>2</u> Locations: <u>one Back, one Front</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>3</u>		Name of solid waste contractor: <u>GFL</u>	
Are there parking spaces on the premises? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>10</u> and describe security plans:			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have licensed security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____			
AND What are their responsibilities? _____			
What security equipment do they use? _____			
List their licenses number(s): _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>4 Inside 6 Outside</u>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe:			
2. Percentage of Sales (must total 100%)			
Alcohol <u>95</u> %	Food Sales <u>0</u> %	Entertainment <u>5</u> %	Other <u>0</u> %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Night Club	<input type="checkbox"/> Liquor Store	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
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. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: Fee:		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT for LA PICA CARR 3 BAR & HALL 3427-31 W LINCOLN AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Disc Jockey, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, 5 Amusement Machines, 1 Pool Table

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Pool Tables |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
How many? _____
Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____ | | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:

At any time will sound amplification be used? ☒ No ☐ Yes If Yes, Describe:


5. 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, a Partner, or if a Corporation or LLC, the Agent must sign