



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, November 19, 2020

COMMITTEE MEETING NOTICE

AD 04

MCLEAN, Joseph, Agent  
Charro Latino, LLC  
9667 S 20th St

Oak Creek, WI 53154

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

**Tuesday, December 01, 2020 at 02:45 PM**

**Regarding:** Your Class B Tavern, Food Dealer, Public Entertainment Premises, and Sidewalk Dining License Renewal Applications as agent for "Charro Latino, LLC" "The Garden/Lucid" at 725-729 N Milwaukee 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/907185773>. If you wish to call in, please call +1 (786) 535-3211 and use Access Code: 907-185-773.

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. 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 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: \_\_\_\_\_

Jessica Celella  
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 10/29/2020  
**LICENSE TYPE:** BTAVN  
**NEW:**   
**RENEWAL:**

**No. 316787**  
**Application Date:** 10/28/2020

**License Location:** 725-729 N Milwaukee St  
**Business Name:** Lucid

**Licensee/Applicant:** McLean, Joseph  
(Last Name, First Name, MI)  
**Date of Birth:** 05/01/1979

**Home Address:** 5329 Hwy 38  
**City:** Franksville **State:** WI **Zip Code:** 53216  
**Home Phone:** 414-406-8363

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

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

1. On 03/03/2008 the Wisconsin Department of Transportation revoked the applicant's driver's license for 6 months for Operating While Intoxicated.
2. On 10/02/2014 Omar SHAIKH (25% shareholder) was cited in the City of Milwaukee at 729 N. Milwaukee St for Licensed Estab.-Exceeding Occupy Limit and Presence of Minor at Licensed Premises.

Charge:	Licensed Estab.-Exceeding Occupy Limit
2:	Presence of Minor at Licensed Premises
Finding:	Guilty
Sentence:	Fined \$7,500.00
2:	Fined \$2,400.00
Date:	12/05/2014
Case:	14072873
2:	14072874

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3. On 03/04/2016 Milwaukee police responded to a shots fired complaint at North Milwaukee Street and East Wisconsin Avenue. Officers discovered that no persons, buildings or vehicles were damaged and recovered 11 spent casings. People in the area told officers they observed an altercation in front of Lucid Night Lounge before they heard shots in the area. Milwaukee police incident report #160640022 filed.

4. On 12/04/2016 officers were flagged down by the manager of Lucid, 725 N. Milwaukee St. The manager stated they had a new ID scanner which flagged an Illinois license as fake. The officer check with NCIC and confirmed the ID was fake. The subject was found to be under age and was arrested for the fake ID.

5. On 12/11/2016 officers responded to Lucid, 725 N. Milwaukee St for an overdose complaint. The manager stated there was a female in the tavern for 20 minutes and passed out. An EMT in the tavern attended to her as 911 was called. The subject was transported to Mt. Sinai where she was treated for an overdose. She stated she went to the bathroom and snorted heroin to feel good, she was not intending to harm herself. the staff at Lucid was cooperative with the investigation.

6. On 03/30/2017 officers conducted underage tavern enforcement in District 1. An underage Police Aid attempted to gain entry to Lucid Light Lounge, 725 N. Milwaukee St. The Police Aid was allowed entry by the bouncer and purchased a beer from the bar.

7. On 03/17/2018 the applicant was cited in the City of Milwaukee at 218 N. Water St for

Charge: Excessive Noise Prohibited  
Finding: Guilty  
Sentence: Fined \$240.00  
Date: 05/04/2018  
Case: 18037241

8. On 11/18/2018 at 1:52am officers were dispatched to a Noise Complaint at 715 N. Milwaukee St #304. The caller stated that the music coming from Lucid, 729 N. Milwaukee St., was too loud and was keeping her awake. The officer could hear music coming from Lucid and voices on the street. The officer did not feel any vibrations from the music. The officer was not able to speak with the agent because the Lucid was closed when the officer finished speaking with the caller.

9. On 06/16/2019 officers investigated a battery complaint that occurred at Lucid, 725-729 N. Milwaukee St. The caller stated he was in a bathroom stall at Lucid when a security guard looked over the top, stating he was looking for people doing drugs. He stated the security guard then kicked in the stall door and hit him 20 times to the face. The caller was then kicked out of the club. The caller refused medical treatment. On 06/21/2019 the officer conducted follow up at Lucid where he interviewed the security guard, Phillip STEWART. STEWART stated he was told by the bathroom attendant that a subject was in the stall a long time. STEWART then looked over to see if the subject was doing drugs and identified himself as security. The subject became upset and exited the stall with his pants down asking if

STEWART wanted to see him naked. The subject then punched STEWART to the chest. STEWART stated he did hit the subject 3 times in self defense and other security guards kicked the subject out. The caller was cited for Disorderly Conduct.

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Thursday, November 19, 2020



# Notice of Public Hearing

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MCLEAN, Joseph, Agent  
The Garden/Lucid at 725-729 N Milwaukee St  
Class B Tavern, Food Dealer, Public Entertainment Premises, and Sidewalk Dining License  
Renewal Applications

**Tuesday, December 1, 2020 at 2:45 PM**

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 12/1/2020 at 2:45 PM. 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, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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 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	741 N MILWAUKEE ST 201	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 901	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 803	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 205	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 305	MILWAUKEE, WI 53202
CURRENT OCCUPANT	714 N MILWAUKEE ST	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 1	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 3	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 4	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 303	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 402	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 203	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 804	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 801	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 503	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 406	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 701	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 501	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 304	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 601	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 606	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 604	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 403	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 204	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 302	MILWAUKEE, WI 53202
CURRENT OCCUPANT	726 N MILWAUKEE ST 2	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 202	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 301	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 304	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 203	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 401	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 802	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 703	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 204	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 202	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 903	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 602	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 603	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 302	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 206	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 404	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 306	MILWAUKEE, WI 53202
CURRENT OCCUPANT	712 N MILWAUKEE ST	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 303	MILWAUKEE, WI 53202
CURRENT OCCUPANT	715 N MILWAUKEE ST 201	MILWAUKEE, WI 53202
CURRENT OCCUPANT	741 N MILWAUKEE ST 301	MILWAUKEE, WI 53202

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Total Records: 46

Radius: 250.0 feet and Center of Circle: 725-729 N Milwaukee St

# 2020-2021 Plan of Operation for 725-729 N MILWAUKEE ST

## 1. Litter & Security Plans

How are the grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other:

How often will grounds be cleaned?  Daily  Weekly  Other:

Who cleans the grounds?  Licensee  Building Owner  Employees  Hired Maintenance  Other:

How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  Signs Posted  Other:

Are there designated outdoor smoking areas?  No  Yes If Yes, Describe:

Number of garbage cans: Inside \_\_\_\_\_ Locations: NUMEROUS THROUGHOUT BAR, LOUNGE & RESTROOMS  
 Outside \_\_\_\_\_ Locations: \_\_\_\_\_

Is a crowd control barrier used?  No  Yes If Yes, Describe: AT LOUNGE ONLY

Number of restrooms: SEE ATTACHED Name of solid waste contractor: WASTE MANAGEMENT

Are there parking spaces on the premises?  No  Yes If Yes, list number of spaces: \_\_\_\_\_ and describe security plans:

Are there designated loading areas?  No  Yes If Yes, describe security plans:

Do you have security personnel on the premise?  No  Yes If Yes, how many? \_\_\_\_\_  
 AND What are their responsibilities? CHECKING ID'S, REGULATING CAPACITY, CHECKING FOR INTOXICATION  
 What security equipment do they use? BLACKLIGHT TO CHECK ID'S, FLASHLIGHTS, BAR ID SCANNER  
 List their licensing, certification or training credentials: NATIONAL HOST SECURITY CERT.

Are there security cameras?  No  Yes If Yes, list all locations: ENTRANCES & BAR AREAS

Are searches and/or identification checks conducted upon entry?  No  Yes If Yes, describe: CHECK ID'S UPON ENTRY

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

Alcohol 80 % Food Sales 20 % Entertainment \_\_\_\_\_ % Other \_\_\_\_\_ %

## 3. Businesses On The Premises (choose all that apply):

Restaurant  Cafe/Coffee Shop  Cocktail Lounge  Convenience Store  Night Club  Liquor Store  Tavern  Sports Facility  
 Hotel  Banquet Hall  Supermarket  Private/Fraternal/Veterans' Club  Other:

## 4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction?  No  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\*?  No  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](http://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: SD 1080 Fee: \$150.00

Are there any changes to the sidewalk dining site plan?  No  Yes If Yes, submit an updated site plan with this application.

## 7. Food License: FREST 13783 Fee: \$1,250.00

Your current food license includes the following food operations: DHS - COMPLEX, Sales \$200,001 - \$2,000,000, Tavern Restaurant  
 Are there any changes to your food operations as listed above?  
 No  Yes, if Yes, explain \_\_\_\_\_

## 8. Weights and Measures: Fee:

Number/Type of Devices:  
 Are there any changes to the number or types of devices?  No  Yes  
 If yes, contact our office for further instructions.



October 7, 2020

Attachment #1

Joseph s. McLean, Agent For:

Charro Latino LLC

d/b/a The Garden and Lucid

725 – 729 N. Milwaukee Street

Milwaukee, WI 53202

Answer to question #1:

Describe sanitation facilities:

On the Garden side: there are (3) stalls in the women's restroom (1 is ADA), (2) stalls in the men's restroom (1 ADA) and (1) urinal.

On the Lucid side: There is (1) unisex restroom on the first floor which is ADA. This has a single toilet. On the lower level, there are (2) stalls in the women's restroom (1 is ADA), (2) stalls in the men's room (1 is ADA) and (1) urinal.

**1. CURRENT APPROVED ENTERTAINMENT**

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

Disc Jockey, Patron Contests, Patrons Dancing, Bands

**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.**

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians   | <input checked="" type="checkbox"/> Bands                      | <input type="checkbox"/> Battle of the Bands                   | <input type="checkbox"/> Comedy Acts  |
| <input checked="" 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 checked="" type="checkbox"/> Patron Contests            | <input checked="" type="checkbox"/> Patrons Dancing                           |
| <input type="checkbox"/> Adult Entertainment/<br>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)<br>How many screens? _____ | <input type="checkbox"/> Amusement Machines<br>How many? _____ | <input type="checkbox"/> Concerts<br>Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances<br>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: **SPEAKERS ARE FIXED & POWERED BY AMPS**

**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.

*Joe McLean*

Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign