



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, May 06, 2025

COMMITTEE MEETING NOTICE


AD 10

MONTEMAYOR, Robert, Agent  
MONTERREY MARKET MAIN, LLC  
3920 S 27TH ST  
Milwaukee, WI 53221

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, May 20, 2025 at 09:00 AM**

The access code is <https://meet.goto.com/724980021>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class A Malt & Class A Liquor License Application as agent  "Monterrey Market Main, LLC" for "Monterrey Market" at 7025 W MAIN St.

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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



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

Tuesday, May 06, 2025

**COMMITTEE MEETING NOTICE**

AD 10

MONTEMAYOR, Robert, Agent  
MONTERREY MARKET MAIN, LLC  
5770 STEPHANIE WAY  
Caledonia, WI 53108

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**Tuesday, May 20, 2025 at 09:00 AM**

The access code is <https://meet.goto.com/724980021>. Please see the enclosed best practices document for further instructions.

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200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. [www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)



Crime Prevention Through Environmental Design

CPTED

Date: 04/23/25

Officer: FELIX

**Business:**

Name: Monterrey Market Main

Location: 7025 W. Main Street

Phone ☐ N/A:

**Agent:**

Name: Robert Montemayor

Address: 5770 Stefanie Way

Phone: 414-788-5931

City: Caledonia

State: WI ZIP: 53108

Email: monto1969@wi.rr.com

**Owner of Business:** ☒ Yes ☐ No (Add Info if not agent) \_\_\_\_\_

Phone: 414-731-9825

**Preferred Contact(s):** ☐ Agent ☐ Owner ☒ Other Meraz-Aguilera, Jorge

**Type of business:** ☐ Tavern/Bar ☐ Restaurant ☐ Convenience ☒ Other Market

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street) ☐ Yes

**Property is under construction or remodel:** ☒ Survey was done by agent explaining plans. (Some items are not functional at time of survey).

**Exterior Survey:**

Are the address numbers prominently displayed and easy to see? ☒ Yes ☐ No

Is the area around the location clean? ☒ Yes ☐ No

The area is a business district ☒ or/and ☐ mix use (residential)?

Other businesses attached to the same building ☐ Yes ☒ No

Are windows free of signage? ☐ Yes ☐ No

Can the interior clearly be seen from outside? ☐ Yes ☐ No

Is there exterior lighting? ☒ Yes ☐ No.

Is lighting adequate? ☒ Yes ☐ No

Are there "No Loitering" Signs posted? ☐ Yes ☒ No

**Parking:**

Adequate City Street parking

☒ Yes ☐ No

Will valet service be used any time during business hours?

☐ Yes ☒ No

Is there a parking lot? (If no, skip other items in parking section)

☒ Yes ☐ No

Is lot clean?

☒ Yes ☐ No

Is the lot well illuminated?

☒ Yes ☐ No

Is there a security guard or perimeter control?

☐ Yes ☐ No

Are there Cameras?

☒ Yes ☐ No**Other resources or businesses within the area?** (If yes, how many)☐ Park ☐ School ☐ Youth Center or Day care ☐ Community Outreach ☐ Church ☐ Medical☒ Residential

Convenience Store/ Supermarket:

☐ Yes ☐ No \_\_\_\_\_

Restaurant:

☐ Yes ☐ No \_\_\_\_\_

Gas station(s):

☒ Yes ☐ No \_\_\_\_\_

Tabaco/ Vape Store:

☐ Yes ☐ No \_\_\_\_\_

Liquor store(s):

☐ Yes ☐ No \_\_\_\_\_

Tavern(s):

☐ Yes ☐ No \_\_\_\_\_Other(s): Car wash - Industrial☒ Yes**Security:** (If no security check and skip to next)

Will there be security

☒ Yes ☐ No Armed? ☐ Yes ☒ No

Employed by:

☐ business ☒ contracted company

Security will monitor:

☒ Interior ☒ Exterior

Security Hours (Add to narrative along with number and how they will be deployed)

**Cameras:**Plans to have a camera system but not installed or operating: ☒ Yes

(If yes, answer next question and skip additional camera section add info to narrative)

Are cameras required by city ordinance at this business?

☒ Yes ☐ No

(If no, and there is no system skip to next section)

Are there working cameras at the business

☐ Yes ☒ No

How many working?

Interior 68 Exterior 12

Is there a camera facing and entrance / exit?

☒ Yes ☐ No

Is a camera facing the register?

☒ Yes ☐ No

Is the data saved on:

☐ local hard drive ☒ Cloud / off site service  
off site service

How long is footage saved?

Is on site camera hard drive in a secured area?

☐ Yes ☐ No ☒ N/AWho has access to security footage? ☒ Owner ☒ Manager ☐ Employee(s) ☒ Security/Service

**Bar/ Tavern / night club/ Restaurant** ☒ N/A (Skip to next section)

☐ Age Restriction ☐ ID Scanner ☐ Dress Code ☐ Metal Detector ☐ Physical search

Planned capacity: # \_\_\_\_\_

**Interior:**

Is the interior clean and neat? ☐ Yes ☐ No

Can employees see out of the business to the exterior? ☐ Yes ☐ No

What is the minimum number of employees during hours of operation? \_\_\_\_\_

Is there an area employees can secure themselves? ☒ Yes ☐ No

Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☐ NO

Does the store sell? ☐ N/A (Skip to next section)

Single chore boy: ☐ Yes ☐ No

Blunt wraps: ☐ Yes ☐ No

Scale/Grinders: ☐ Yes ☐ No

Items that may be used as crack pipes: ☐ Yes ☐ No

Describe items \_\_\_\_\_

Overabundance of sandwich baggies: ☐ Yes ☒ No

Does the owner/agent understand that these items are often used for drug use?

☒ Yes ☐ No

Do the products in the store appear to be new and rotated often?

☐ Yes ☐ No

**Current License(s):** (Held at location by agent or Business)

Alcohol #: \_\_\_\_\_ ☐ Yes ☐ No Class: ☐ A ☐ B ☐ B-Manager ☐ D-Oper

Extended Hours #: \_\_\_\_\_ ☐ Yes ☐ No

Filling #: \_\_\_\_\_ ☐ Yes ☐ No

Food #: \_\_\_\_\_ ☐ Yes ☐ No Type: ☐ Restaurant ☐ PED ☐ Retail

Hotel/Motel#: \_\_\_\_\_ ☐ Yes ☐ No

Tobacco #: \_\_\_\_\_ ☐ Yes ☐ No

Secondhand Dealer #: \_\_\_\_\_ ☐ Yes ☐ No Type: ☐ Pawn ☐ Vehicle

Parking lot #: \_\_\_\_\_ ☐ Yes ☐ No

Pub-Enter-Pre# \_\_\_\_\_ ☐ Yes ☐ No Type: \_\_\_\_\_

Other #: \_\_\_\_\_ ☐ Yes ☐ No Type: \_\_\_\_\_

**Plan of Operation:**

Currently Open: ☐ Yes ☒ No – Projected open date: Click on **JUNE 2025** a date.

Hours: ☐ 24HRS ☒ Hours are the same every day (Enter time once)

Sun: 7 : 00 AM - 9 : 00 PM ☐ Closed

Mon: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Tue: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Wed: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Thu: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Fri: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Sat: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

**Complete this section if alcohol establishment is a convenience store:** ☐ N/A (Skip to Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer **cannot** enter it directly from the outside.

- **All convenience food stores not exempted under sub. 3 shall:**

\*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☐ No

\*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees? ☐ Yes ☐ No

- **Maintain any of the following at the property?**

\*A safe that was in use at the convenience food store on August 17, 1994?

☐ Yes ☐ No

\* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

☒ Yes ☐ No

\* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☒ No

\* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions: ☐ Yes ☒ No

(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).

**Comments/ Recommendations:**

The property was built and used as a neighborhood Walmart market, which is approximately, 40,000 Sq FT. At the time of inspection the interior of the building was under construction. The windows are covered due to construction.

No inventory was onsite. There is an attached parking lot with spots for 168 vehicles. The camera system will be updated with a third party monitoring the business from a off site location. The business will offer hot food and fresh juice onsite. The registers are programed not allow the sale of alcohol before 8 AM. and after 9 PM..

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 04/16/25

LICENSE TYPE: FOOD

NEW: ☐

RENEWAL: ☒

No. 379521

Application Date:

License Location: 7025 W Main st

Business Name: Walmart

Licensee/Applicant: LAZENBY, Andrea M  
(Last Name, First Name, MI)

Date of Birth: 11/03/1982

Home Address: 9984 Philpott Rd

City: Bentonville

State: AR Zip Code: 72712

Home Phone: 479-204-9973

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 07/24/2018 officers were dispatched to a Theft call at Walmart, 7025 W. Main St. The caller stated his wife's phone was left in a shopping basket which was placed back at the collection point. The officers looked at video surveillance and observed the female that picked up the basket with the phone inside. The victim was able to "ping" the phone and the officers went to the location and located the female in the video. The female denied taking the phone but was able to point out the victim's phone in a landscaped area. The phone was the victims and was returned. No Police report was filed because the phone was lost not stolen.

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2. On 02/23/20 at 854pm., Milwaukee Police were dispatched to a Theft at 7025 W. Main St. Investigation revealed the business was the victim of a retail theft. The business was cooperative with the investigation and allowed officers to view video surveillance of the incident.
3. On 01/12/21 at 805pm., Milwaukee Police were dispatched to an Injured/Sick Person at 7025 W. Main St. Two subjects were said to be sleeping in their car. MFD arrived on scene and the subjects drove away. A traffic stop was initiated and the subjects stated they were tired.
4. On 04/21/23 at 12:12pm., Milwaukee Police were dispatched to a Theft at 7025 W. Main St. Investigation revealed the business was the victim of a retail theft. The business was

cooperative with the investigation and allowed officers to view video surveillance of the incident.

5. On 05/21/23 at 1106am., Milwaukee Police were dispatched to a Theft at 7025 W. Main St. Investigation revealed a subject attempted to conceal items in their sweater, however, dropped the items when they were approached by an employee.
6. On 07/08/23 at 416pm., Milwaukee Police were dispatched to a Theft at 7025 W. Main St. Investigation revealed the business was the victim of a Retail Theft. The business was cooperative with the investigation and allowed officers to view video surveillance of the incident.
7. On 07/28/23 at 1150am., Milwaukee Police were dispatched to a Threat at 7025 W. Main St. Officers were advised a subject was asked to leave for pan-handling and made a threat to beat up the security. The subject was advised they were no longer welcome at the business.
8. On 11/20/23 at 500pm., Milwaukee Police were dispatched to a Reckless Use of a Weapon at 7025 W. Main St. Investigation revealed the business was the victim of a Retail Theft. The business was cooperative with the investigation and allowed officers to view video surveillance of the incident.

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**Items 2-8 added as PREVIOUS PREMISE**



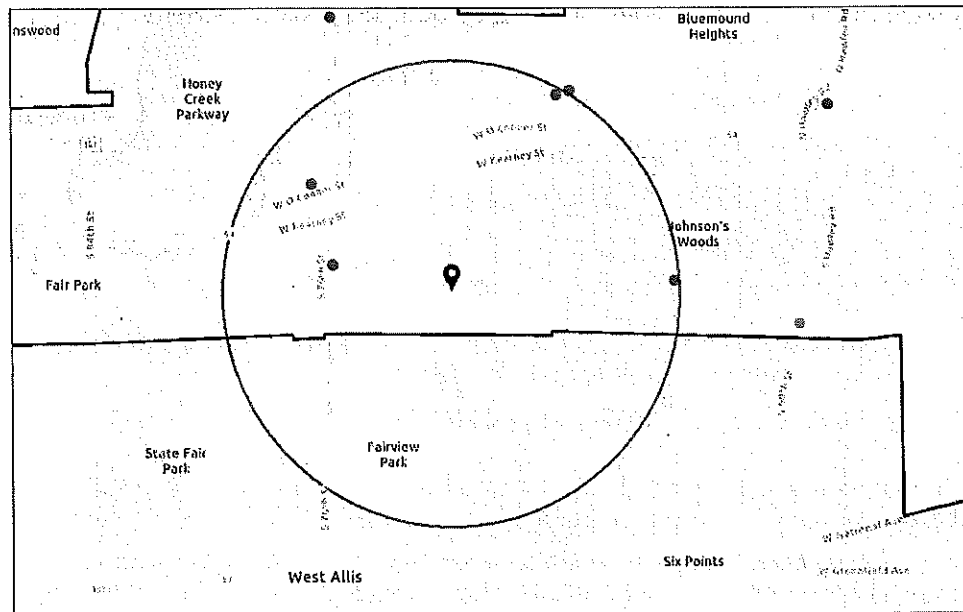


# Concentration Map 7025 W Main St

## Area of Interest (AOI) Information

Area : 21,862,585.47 ft<sup>2</sup>

Apr 15 2025 11:37:23 Central Daylight Time

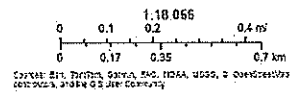


Alcohol Licenses (active)

● Class A Fermented Malt Beverage

● Class B Tavern

City Limits



7025 W Main St

## Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	5		

## Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	BJames LLC	Liquid Johnny's	Brian J James, Agt	540 S 76th ST	Class B Tavern License	80	4/17/2025, 7:00 PM	1
2	RD Taverns LLC	Bullshooter Saloon	PATRICK R KOSIDOWSKI, Agt	604 S 64th ST	Class B Tavern License		6/25/2025, 7:00 PM	1
3	OVER EASY, LLC	BLUE'S EGG	DANIEL S SIDNER, Agt	317 N 76TH ST	Class B Tavern License	98	7/29/2025, 7:00 PM	1
4	MAXIE'S MILWAUKEE LLC	MAXIE'S	DANIEL S SIDNER, Agt	6732 W FAIRVIEW AV	Class B Tavern License	288	7/29/2025, 7:00 PM	1
5	BJames LLC	Liquid Johnny's	Brian J James, Agt	540 S 76th ST	Class B Tavern License	80	4/17/2026, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Tuesday, May 06, 2025



# Notice of Public Hearing

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MONTEMAYOR, Robert, Agent  
Monterrey Market at 7025 W MAIN St  
Class A Malt & Class A Liquor License Application

**Tuesday, May 20, 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 5/20/2025 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](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.  
**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	518 S 71ST ST	MILWAUKEE, WI 53214-1635
CURRENT OCCUPANT	518 S 72ND ST	MILWAUKEE, WI 53214-1505
CURRENT OCCUPANT	518A S 72ND ST	MILWAUKEE, WI 53214-1505
CURRENT OCCUPANT	519 S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	519A S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	521 S 72ND ST	MILWAUKEE, WI 53214-1506
CURRENT OCCUPANT	525 S 70TH ST	MILWAUKEE, WI 53214-1630
CURRENT OCCUPANT	525 S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	525A S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	526 S 71ST ST	MILWAUKEE, WI 53214-1635
CURRENT OCCUPANT	528 S 71ST ST	MILWAUKEE, WI 53214-1635
CURRENT OCCUPANT	529 S 70TH ST	MILWAUKEE, WI 53214-1630
CURRENT OCCUPANT	529 S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	529A S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	531 S 72ND ST	MILWAUKEE, WI 53214-1506
CURRENT OCCUPANT	532 S 73RD ST	MILWAUKEE, WI 53214-1509
CURRENT OCCUPANT	533 S 72ND ST	MILWAUKEE, WI 53214-1506
CURRENT OCCUPANT	534 S 71ST ST	MILWAUKEE, WI 53214-1635
CURRENT OCCUPANT	534 S 72ND ST	MILWAUKEE, WI 53214-1505
CURRENT OCCUPANT	535 S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	535A S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	537 S 72ND ST	MILWAUKEE, WI 53214-1506
CURRENT OCCUPANT	538 S 73RD ST	MILWAUKEE, WI 53214-1509
CURRENT OCCUPANT	540 S 73RD ST	MILWAUKEE, WI 53214-1509
CURRENT OCCUPANT	541 S 72ND ST	MILWAUKEE, WI 53214-1506
CURRENT OCCUPANT	543 S 71ST ST	MILWAUKEE, WI 53214-1636
CURRENT OCCUPANT	7018 W MAIN ST	MILWAUKEE, WI 53214-1650
CURRENT OCCUPANT	7130 W MAIN ST	MILWAUKEE, WI 53214-1651
CURRENT OCCUPANT	7132 W MAIN ST	MILWAUKEE, WI 53214-1651

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Total Records: 29

Radius 250 feet and Center of the Circle: 7025 W Main St



## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 www.milwaukee.gov/license e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☐ Dining Room  
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station  
☒ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Grocery Store

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 3rd location

### 2. Business Operations

- a. Proposed Opening Date: June 1st, 2025
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: June 1st, 2025
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location? ☐ No ☒ Yes  
If yes, explain: Food & Liquor
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: Two tenant business spaces

### 3. Litter & Noise

- a. How are grounds kept clean? ☐ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: \_\_\_\_\_
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☐ Other: \_\_\_\_\_
- c. Grounds cleaned by: ☐ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed? ☐ Security ☐ Manager approaches customer(s) ☐ Call Police  
☒ Signs Posted ☒ Other: No expected noise as this is a grocery store
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: Paging system inside the store

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 30 Locations: Distributed throughout the store  
Outside: 10 Locations: Parking lot, outside the store and side walks
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 4
- e. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 90 and describe the parking security plan: 10 security cameras will be installed in the parking lot
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: 5 security cameras facing the loading zone
- c. Will you have licensed security on premise? ☐ No ☒ Yes If yes, how many? 2 and answer the following:  
What are their responsibilities? Loss prevention staff and camera monitoring throughout the day  
Describe equipment used Hik-Connect Camera System  
List their License Number (s) \_\_\_\_\_
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 75 and list locations: \_\_\_\_\_  
Strategically throughout the store
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>5</u> %	Food <u>90</u> % Cigarettes, Electronic Vape Devices, <u>5</u> % Tobacco Products	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor; tanning, etc.) <u>0</u> %
			Other _____ % Describe: _____

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- ☐ Full Service Restaurant ☐ Cafe/Coffee Shop ☒ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☐ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel : Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_
- ☐ Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

- ☐ Liquor Store ☐ Corner Store ☒ Supermarket ☐ Convenience Store
- ☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Recycling, Salvage or Towing
- ☐ Used Car Dealer ☐ Personal Service Establishment  
(such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- ☒ Occupancy Permit ☒ Cigarette, Tobacco, Electronic Vape Products ☐ Gas Station ☐ Extended Hours ☐ Class "B" Tavern ☒ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: \_\_\_\_\_

## 8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity \_\_\_\_\_ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop  
☐ Other; Describe: \_\_\_\_\_
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Main Street & 70th St
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: \_\_\_\_\_
- e. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories \_\_\_\_\_ ☐ Other: \_\_\_\_\_
- f. Describe Surrounding Area: ☐ Commercial ☒ Residential ☐ Industrial ☐ Other: \_\_\_\_\_
- g. Building Owner Name: SeisMontes, LLC Phone Number: 414-788-5931  
Building Owner Address: 7025 W Main St Milwaukee, WI 53214

## 10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

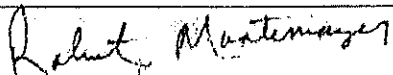
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	7:00 AM	9:00 PM	3,000	All ages	
Monday	7:00 AM	9:00 PM	3,000	All ages	
Tuesday	7:00 AM	9:00 PM	3,000	All ages	
Wednesday	7:00 AM	9:00 PM	3,000	All ages	
Thursday	7:00 AM	9:00 PM	3,000	All ages	
Friday	7:00 AM	9:00 PM	3,000	All ages	
Saturday	7:00 AM	9:00 PM	3,000	All ages	

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

## 11. Signature(s)

  
\_\_\_\_\_  
Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
(If there are no 20% or more shareholders,  
Corporate Officer-print name/title and sign)

\_\_\_\_\_  
Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Monterrey Market Main, LLC

Premise Address: 7025 W Main St Milwaukee, WI 53214

## Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

## "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

## Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: \_\_\_\_\_

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: \_\_\_\_\_

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: \_\_\_\_\_

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☐ No ☒ Yes If yes, list name and address: Peoples State Bank & SBA

## Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☒ Lease

b) Who owns the fixtures (for example, coolers, etc.)? Monterrey Market Main, LLC

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ \_\_\_\_\_

d) Total amount paid for business \$ n/a

e) Total amount paid for goodwill of the business \$ n/a

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

## Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins June 1st, 2025 Ends May 31st, 2035

b) Monthly rental \$ 38,000

c) Do you have an option to renew the lease? ☐ No ☒ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☒ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? Minimum of 20 years



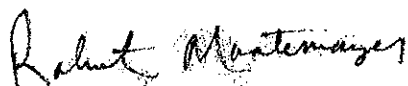
### Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☒ Yes If yes, explain CAM charges
- g) Does the present owner or occupant object to the granting of your license? ☒ No ☐ Yes  
If yes, explain \_\_\_\_\_

### Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):  
\_\_\_\_\_

### Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.  
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.  
Contact the License Division for information on how to request changes.

### New and transfer of premises applicants must submit the following:

- ☐ Detailed floor plan  
☐ If a restaurant, copy of the menu



