



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

Wednesday, January 15, 2025

COMMITTEE MEETING NOTICE


AD 12

CORTES REYNA, Gilari, Agent
DULCE DIABLA BAR LLC
1629 W LINCOLN Av #Rear Apt
Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, January 28, 2025 at 09:55 AM

The access code is <https://meet.goto.com/958389445>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Disc Jockey, Bands, 5 Amusement Machines, Dancing by Performers and Patrons Dancing as agent for "DULCE DIABLA BAR LLC" for "DULCE DIABLA BAR" at  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 85-2.7-4, 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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/23/24

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 372907

Application Date:

License Location: 1900 W. Lincoln Avenue

Business Name: Diamante Negro

Licensee/Applicant: HERNANDEZ, Tomas
(Last Name, First Name, MI)

Date of Birth: 06/17/1981

Home Address: 2664 S. 20th Street

City: Milwaukee

State: WI Zip Code: 53215

Home Phone: 608-640-1227

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 09/26/21 at 2:20am, Milwaukee Police were dispatched to 1900 W. Lincoln Avenue for a fight compliant. Investigation revealed that a group of subjects tried to fight a single subject outside the tavern. The one subject handed security a firearm and all subjects began to fight (including security). The security guard who was handed the firearm, began striking subjects with that firearm. The applicant was on scene and was involved in the fight.
2. On 10/06/21 at 2:00pm, a subject walked into the Second District to report a battery which occurred on 10/01/21 at 1900 W. Lincoln Avenue. Investigation revealed that the subject was drinking at the tavern and got into an argument with two subjects. The argument turned physical and all subjects were removed by security. While outside the subject was assaulted by several people which required him to seek medical attention.

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3. On 05/15/22, officers and detectives responded to a shooting at 1913 W. Lincoln Avenue. Investigation revealed that the victim had patronized the tavern located at 1900 W. Lincoln Avenue and left the establishment at closing time. While sitting in his vehicle, a subject fired over forty rounds into his car killing him.
4. On 06/10/22 at 9:45pm, Milwaukee Police, along with the Wisconsin Department of Revenue, conducted a license premise check at 1900 W. Lincoln Avenue. When entering the tavern

police observed two security guards who were armed (one had a firearm in his pants pocket and the other in a satchel). The applicant was upset with the Department of Revenue Agent and said he was going to call his cousin and complaint to her about the "tavern check". The applicant did not have any receipts for the liquor brought for the tavern but said he had them at his residence. The agent gave the applicant a chance to produce the receipts on a later date and confiscated all the liquor that was left by the previous owner.

5. On 06/11/22 at 1:03am, Milwaukee Police were dispatched to 1900 W. Lincoln Avenue for a noise complaint. Upon arrival, Officers observed that the tavern was closing and patrons were gathered outside playing loud music from their vehicles and loitering in front of the tavern. Police did not observe any security guards trying to get patrons to leave or stop playing their loud music. Officers interviewed the caller who stated that this is an ongoing problem.
6. On 06/12/22 at 1:38am, Milwaukee Police were dispatched to 1900 W. Lincoln Avenue for a ShotSpotter compliant. Investigation revealed that a subject was denied access to the tavern because he had a firearm. The subject became upset and a small altercation happened out front with security and the subject. A short time later the applicant heard multiple shots fired. Officers recovered 16 spent casings, with 3 rounds striking the address of 1834 W. Lincoln Avenue.
7. On 07/13/22 at 4:00pm, Milwaukee Police, along with other representatives of the city, conducted a meeting with the applicant from 1900 W. Lincoln Avenue. The reason for the meeting was to explain to the applicant that his premise was going to be designed a chronic nuisance property and the options or actions he can take. 19 calls for service were entered into the report.
8. On 08/21/22 at 2:03am, Milwaukee Police were dispatched to 1900 W Lincoln Avenue for a noise compliant. Upon arrival, the tavern was closed and there was only one person outside. Officers interviewed the manager who stated that she has been trying to control the people who go outside and plans to hire another security guard to help with the noise. She also said that she has an issue with the caller because he walks by the tavern when she's opening with a firearm on his hip and calls her a derogatory name. Officers tried to explain the report process to the caller but he hung up on police.

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9. On 03/25/23 at 1:10a.m., Milwaukee Police were dispatched to a Battery at a local hospital. It was determined the incident occurred at 1900 W. Lincoln Av. The victim stated while at the bar, the agent grabbed them by the arm, causing pain and injury. The officer did observe bruising to the arm. The officer attempted to contact the agent, however, there was no answer at the residence or via telephone.
10. On 02/11/24 at 1:50a.m., Milwaukee Police were dispatched to a Battery at 1900 W. Lincoln Av. Officers interviewed a security guard on scene who stated they had to remove two intoxicated patrons, however, other than escorting them out, there was no physical contact. The agent was unable to operate the cameras; therefore, officers were unable to review the incident.

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PREVIOUS PREMISE

Date: 12/03/24
Officer: PO Vodicka

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Dulce Diabla
Address: 1900 W Lincoln Av.
Phone: 956-857-1821

Owner: Gilari CORTES-REYNA
Owner address: 1629 W Lincoln Av
City State Zip: Milwaukee, WI 53215
Owner Phone: 956-857-1821
Owner email: gilari89@gmail.com

Licensee/Agent: Same
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: same

Location currently open: YES NO

Projected open date: 12/20/24

Day's open: S M T W Th F SA ALL

Hours of Operation: Sun: 3p-2am 24 hours Y N
Mon: 6p-2am
Tue: "
Wed: "
Thu: "
Fri: 3p-230a
Sat: 3p-230a

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

- Alcohol: Yes No Class: #
Tobacco: Yes No #
Food: Yes No #
Other: Yes No Type: #
Other: Yes No Type: #

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many: 2
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appear to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many: 5
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: unknown
21. Are there exterior cameras Yes No How many: 5
22. Are there interior cameras Yes No How many: 3

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many N/A

Interior Survey:

25. What is the planned/posted capacity 99
 26. What is the minimum number of employees that will be on premise 2
 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Are emergency and non-emergency numbers posted near the phone? Yes No
 31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

32. How many security personnel are going to be employed: 2
 33. How will they be deployed: Interior 1 Exterior 1
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? no line permitted
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

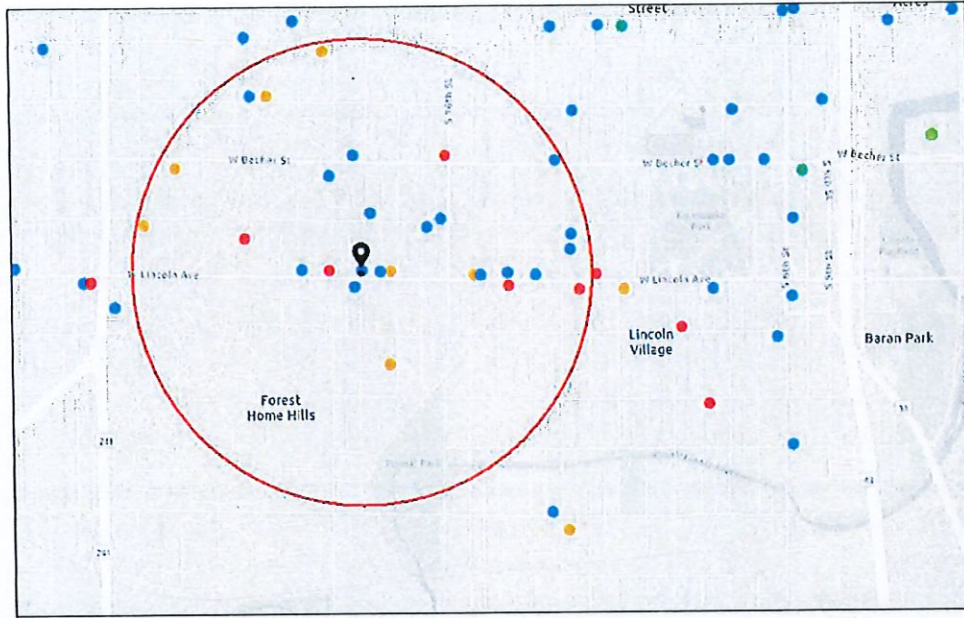


Concentration Map 1900 W LINCOLN AV

Area of Interest (AOI) Information

Area : 21,862,585.72 ft²

Oct 21 2024 12:31:09 Central Daylight Time



Alcohol Licenses (active)
 ● Class A Fermented Malt Beverage ● Class B Fermented Malt Beverage ● Class C Wine Retailer
 ● Class A Liquor and Malt ● Class B Tavern □ City Limits

1:18,056
 0 0.1 0.2 0.4 mi
 0 0.17 0.35 0.7 km
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1900 W LINCOLN AV

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	29		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Forest Home Ave Chicken Palace LLC	Chicken Palace - Forest Home	Rosa Isela Real Perez, Agt	1937 W Forest Home AV	Class B Tavern License	71	11/22/2024, 6:00 PM	1
2	Sisi Food and Beverages LLC	Sisi Food and Beverages	Sodik D Lasisi, Agt	2441 S 18th ST	Class A Fermented Malt Beverage Retailer's License		11/1/2024, 7:00 PM	1
3	YASMINE FOODS, LLC	LINCOLN SUPERMARKET	LOAI A ATARI, Agt	1534 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License		12/10/2024, 6:00 PM	1
4	Paul's Liquor LLC	Paul's Liquor	RAMINDERJI T KAUR, Agt	1600 W Becher ST	Class A Malt & Class A Liquor License		11/27/2024, 6:00 PM	1
5	Smokeys Lounge	Smokeys Lounge	CURTIS A WOLF, SP	2179 S 16TH ST	Class B Tavern License	25	1/12/2025, 6:00 PM	1
6	VIOLETA AND MAYLIN LLC	Super Mercado Jaliscos	Rogelio Gutierrez Vera, Agt	2000 W LINCOLN AV	Class A Malt & Class A Liquor License		1/1/2025, 6:00 PM	1
7	OLD TOWN SERBIAN GOURMET RESTAURANT, LLC	OLD TOWN SERBIAN GOURMET RESTAURANT	NATALIA A RADICEVICH, Agt	518-522 W LINCOLN AV	Class B Tavern License	200	1/2/2025, 6:00 PM	1
8	LA GUADALUPANA	LA GUADALUPANA	ANA M RAZO, SP	1520 W LINCOLN AV	Class B Tavern License	99	2/27/2025, 6:00 PM	1
9	PROMOCIONES MEXICAS LLC	EL GRAN TEOCALLI	PALOMA NAVA, Agt	2011 W FOREST HOME AV	Class B Tavern License	282	2/26/2025, 6:00 PM	1
10	3 HERMANOS, INC	3 Hermanos Club	RAMON OROZCO, Agt	1332 W LINCOLN AV	Class B Tavern License	163	3/3/2025, 6:00 PM	1
11	Farida, LLC	South Ave Foods	Thaheer M Qatoum, Agt	2108 S 25TH ST	Class A Fermented Malt Beverage Retailer's License		5/5/2025, 7:00 PM	1
12	Lincoln Express, Inc.	Express Pantry	PETTY BABBER, Agt	1804 W Lincoln AV	Class A Fermented Malt Beverage Retailer's License		5/3/2025, 7:00 PM	1
13	El Sunami II, LLC	Sunami	Ociel Escobar Luvianos, Agt	2222 S 13TH ST	Class B Tavern License	80	4/25/2025, 7:00 PM	1
14	PRIMOS PLACE	PRIMOS PLACE	ENRIQUE TERRONES, SP	1631 W GRANT ST	Class B Tavern License	161	3/6/2025, 6:00 PM	1
15	Starlite Beer & Food, Inc.	Starlite Food	GURMUKH SINGH, Agt	2013 W Burnham ST	Class A Fermented Malt Beverage Retailer's License		4/20/2025, 7:00 PM	1
16	KOTHALA, LLC	SOUTHSIDE BEER & LIQUOR	JASBIR S PANU, Agt	1434 W WINDLAKE AV	Class A Malt & Class A Liquor License		6/13/2025, 7:00 PM	1

17	Diamante Negro LLC	Diamante Negro	Tomas Hernandez, Agt	1900 W LINCOLN AV	Class B Tavern License		5/19/2025, 7:00 PM	1
18	Kanru, Inc	Mi Super Foods & Liquor	Neha A Patel, Agt	2200 S 13th ST	Class B Tavern License		1/15/2025, 6:00 PM	1
19	EL ATORON LLC	EL ATORON	Everardo Gutierrez Garnica, Agt	1428 W LINCOLN AV	Class B Tavern License		6/12/2025, 7:00 PM	1
20	M&P POLISH DELI & LIQUORS LLC	A&J POLISH DELI	Malgorzata Rostkowska, Agt	1215 W LINCOLN AV	Class A Malt & Class A Liquor License		6/24/2025, 7:00 PM	1
21	Seven Star Liquor LLC	Seven Star Liquor	JASJEET SINGH, Agt	2223 W Forest Home AV	Class A Malt & Class A Liquor License		7/25/2025, 7:00 PM	1
22	Holler House	Holler House	Catherine Haefke, SP	2042 W Lincoln AV	Class B Tavern License		9/20/2025, 7:00 PM	1
23	ANNA'S TAP	ANNA'S TAP	SAMANTHA L RITCHIE, SP	1838 W GRANT ST	Class B Tavern License	25	9/20/2025, 7:00 PM	1
24	La Arrachera	La Arrachera	MARINA VARA DE ARANA, SP	1988 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License		9/1/2025, 7:00 PM	1
25	SHORTY'S CATERING, INC	SHORTY'S CATERING & RESTAURANT	ELISA MALDONADO, Agt	2075-79 S 13TH ST	Class B Tavern License	156	9/20/2025, 7:00 PM	1
26	La Hamaca Bar LLC	La Hamaca Bar	Luis L Gonzalez, Agt	1993 S MUSKEGO AV	Class B Tavern License		10/18/2025, 7:00 PM	1
27	Sisi Food and Beverages LLC	Sisi Food and Beverages	Sodik D Lasisi, Agt	2441 S 18th ST	Class A Fermented Malt Beverage Retailer's License		11/1/2025, 7:00 PM	1
28	FRESH FOOD MART 1 LLC	FRESH FOOD MART 1	Nirvail Singh, Agt	2539 W GRANT ST	Class A Fermented Malt Beverage Retailer's License		10/13/2025, 7:00 PM	1
29	Irene's Catering Service, Inc	Irene's Catering Service, Inc	TIMOTHY T REWOLINSKI, Agt	1901 W Lincoln AV	Class B Tavern License		10/18/2025, 7:00 PM	1

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



Wednesday, January 15, 2025



Notice of Public Hearing

Blank Notice

CORTES REYNA, Gilari, Agent
DULCE DIABLA BAR at 1900 W LINCOLN Av
Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Disc Jockey, Bands, 5 Amusement Machines, Dancing by Performers and Patrons Dancing

Tuesday, January 28, 2025 at 9:55 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 1/28/2025 at 9:55 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	1812 W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1814 W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1816 W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1816A W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1822A W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1826 W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1826A W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1826B W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1826C W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1830 W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1830A W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1830B W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1831 W LINCOLN AVE	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1831A W LINCOLN AVE	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1832 W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1833 W LINCOLN AVE	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1837 W LINCOLN AVE# 1	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1837 W LINCOLN AVE# 2	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1837 W LINCOLN AVE# 3	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1837 W LINCOLN AVE# 4	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1838A W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1838B W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1838C W LINCOLN AVE	MILWAUKEE, WI 53215-2651
CURRENT OCCUPANT	1841A W LINCOLN AVE	MILWAUKEE, WI 53215-2650
CURRENT OCCUPANT	1900 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1900 W LINCOLN AVE# A	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1901 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1903 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1906 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1910 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1913 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1915 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1918 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1918A W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1918B W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1918C W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1919 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1919 W LINCOLN AVE# A	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1919 W LINCOLN AVE# B	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1922 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1923 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1926 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1927 W LINCOLN AVE	MILWAUKEE, WI 53215-2652
CURRENT OCCUPANT	1928 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1928A W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1930 W LINCOLN AVE	MILWAUKEE, WI 53215-2653

CURRENT OCCUPANT	1932 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1934 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1934A W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	1938 W LINCOLN AVE	MILWAUKEE, WI 53215-2653
CURRENT OCCUPANT	2230 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2231 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2231A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2232 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2233 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2234 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2235 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2236 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2236A S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2238 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2239 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2239A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2240 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2242 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2243 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2243 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2243A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2244 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2244 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2245 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2245A S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2245B S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2246 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2247 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2247A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2248 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2248 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2250 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2251 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2251 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2252 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2253 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2253 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2253A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2255 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2256 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2256 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2256A S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2257 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2257 S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2257A S 19TH ST	MILWAUKEE, WI 53215-2642
CURRENT OCCUPANT	2258 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2259 S 18TH ST	MILWAUKEE, WI 53215-2627

CURRENT OCCUPANT	2260 S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2260 S 20TH ST	MILWAUKEE, WI 53215-2645
CURRENT OCCUPANT	2260A S 19TH ST	MILWAUKEE, WI 53215-2643
CURRENT OCCUPANT	2261 S 18TH ST	MILWAUKEE, WI 53215-2627
CURRENT OCCUPANT	2320 S 19TH ST	MILWAUKEE, WI 53215-3006
CURRENT OCCUPANT	2321 S 19TH ST	MILWAUKEE, WI 53215-3005
CURRENT OCCUPANT	2321A S 19TH ST	MILWAUKEE, WI 53215-3005
CURRENT OCCUPANT	2324 S 19TH ST	MILWAUKEE, WI 53215-3006
CURRENT OCCUPANT	2325 S 19TH ST	MILWAUKEE, WI 53215-3005

Blank Notice

Total Records: 102

Radius 250 feet and Center of the Circle: 1900 W Lincoln Av



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

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: **BAR SERVICES**

Do you have any experience operating this type of business? No Yes If yes, explain: **5 YEARS**

2. Business Operations

- a. Proposed Opening Date: 10/01/2023
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: OCCUPANCY PERMIT
- 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: _____
- 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: _____

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: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 4 Locations: NEXT TO THE BAR AREA & IN THE BATHROOM
Outside: 1 Locations: IN THE ALLEY (REGULAR GARBAGE & RECYCLE)
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 3
- 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? _____ and describe the parking security plan: N/A
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
N/A
- c. Will you have security personnel on premise? No Yes If yes, how many? 2 and answer the following:
 What are their responsibilities? PRIVATE SECURITY COMPANY. maintain order.
 Is security equipment used? No Yes If yes, describe UNIFORM, OTHERS (gun, wands.)
 List their licensing, certification, or training credentials private company.
- d. Will there be security cameras? No Yes If yes, how many? 8 and list locations: INSIDE & OUTSIDE ST BUILDING
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

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 Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: PUBLIC ENTERTAINMENT

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

Capacity 99 (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):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: _____
- b. Describe Location: Major Thoroughfare Secondary Street Other: LINCOLN AVE
- c. Nearest Major Cross Street: 20TH ST
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Santiago Cobos Phone Number: _____
 Building Owner Address: P.O. Box 66 - Hales corner, WI 53130

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	3:00 PM	2:00 AM	30	21-89	NONE
Monday	6:00 PM	2:00 AM	21	21-89	NONE
Tuesday	6:00 PM	2:00 AM	20	21-89	NONE
Wednesday	6:00 PM	2:00 AM	25	21-89	NONE
Thursday	3:00 PM	2:00 AM	28	21-89	NONE
Friday	3:00 PM	2:30 AM	30	21-89	NONE
Saturday	3:00 PM	2:30 AM	31	21-89	NONE

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 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)

09/24/2024
 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 www.milwaukee.gov/license

Legal Entity Name: DULCE DIABLA BAR LLC DBA/ DULCE DIABLA BAR

Premise Address: 1900 W LINCOLN AVE, MILWAUKEE, WI 53215

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: _____

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.)? _____

TENANT

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

d) Total amount paid for business \$ NA _____

e) Total amount paid for goodwill of the business \$ NA _____

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 10/01/2024 Ends 10/01/2025

b) Monthly rental \$ 3,000.00

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)? PERMANENT TIME

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 _____
- 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



9/24/24

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



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 1900 W Lincoln Ave, Milwaukee, WI 53215

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input checked="" type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe: Hire subcontractor -

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

LEGAL CAPACITY OF PREMISES

99 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/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.

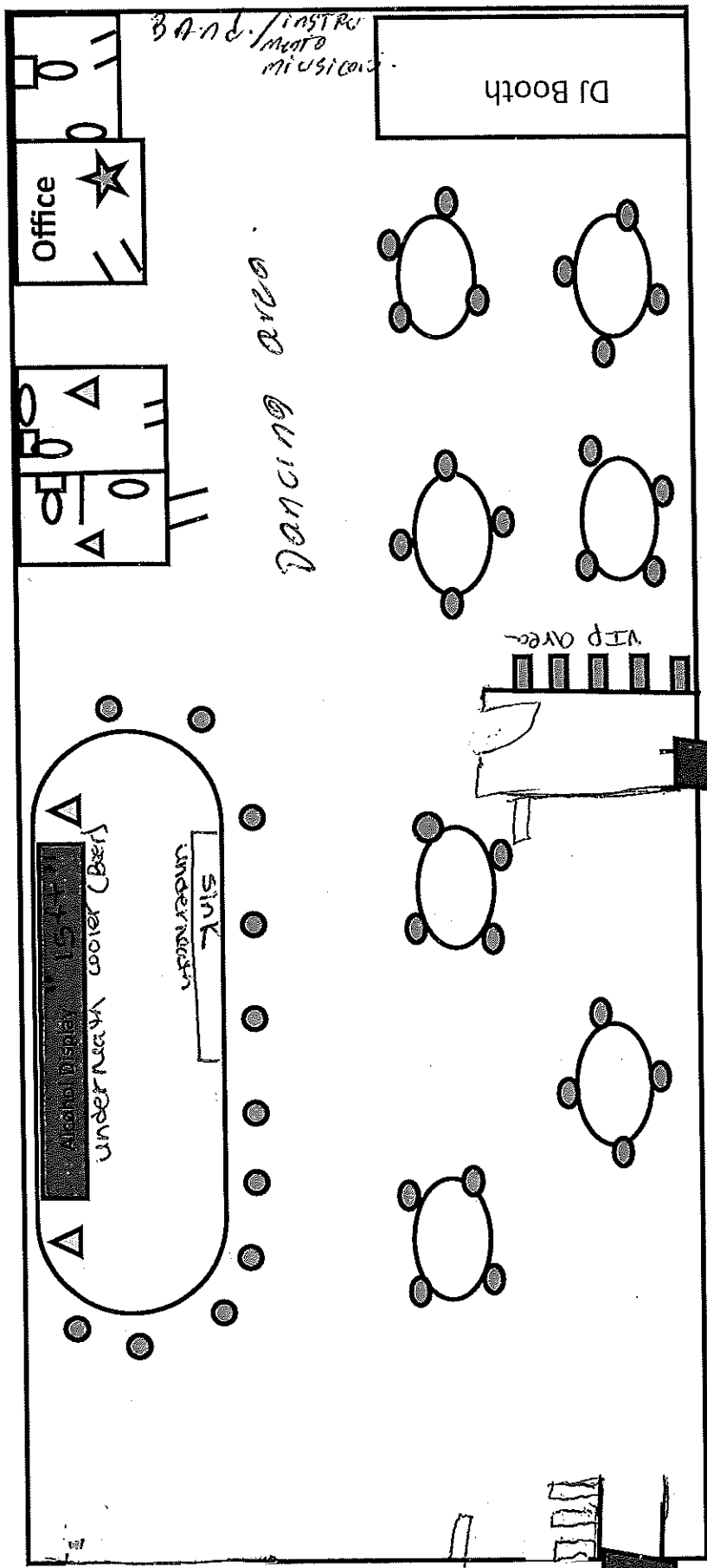
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

[Signature] 09/24/2024
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

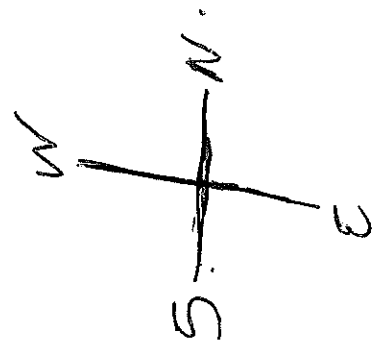
Office Use Only:

Initials: _____ Filed: _____ App: _____

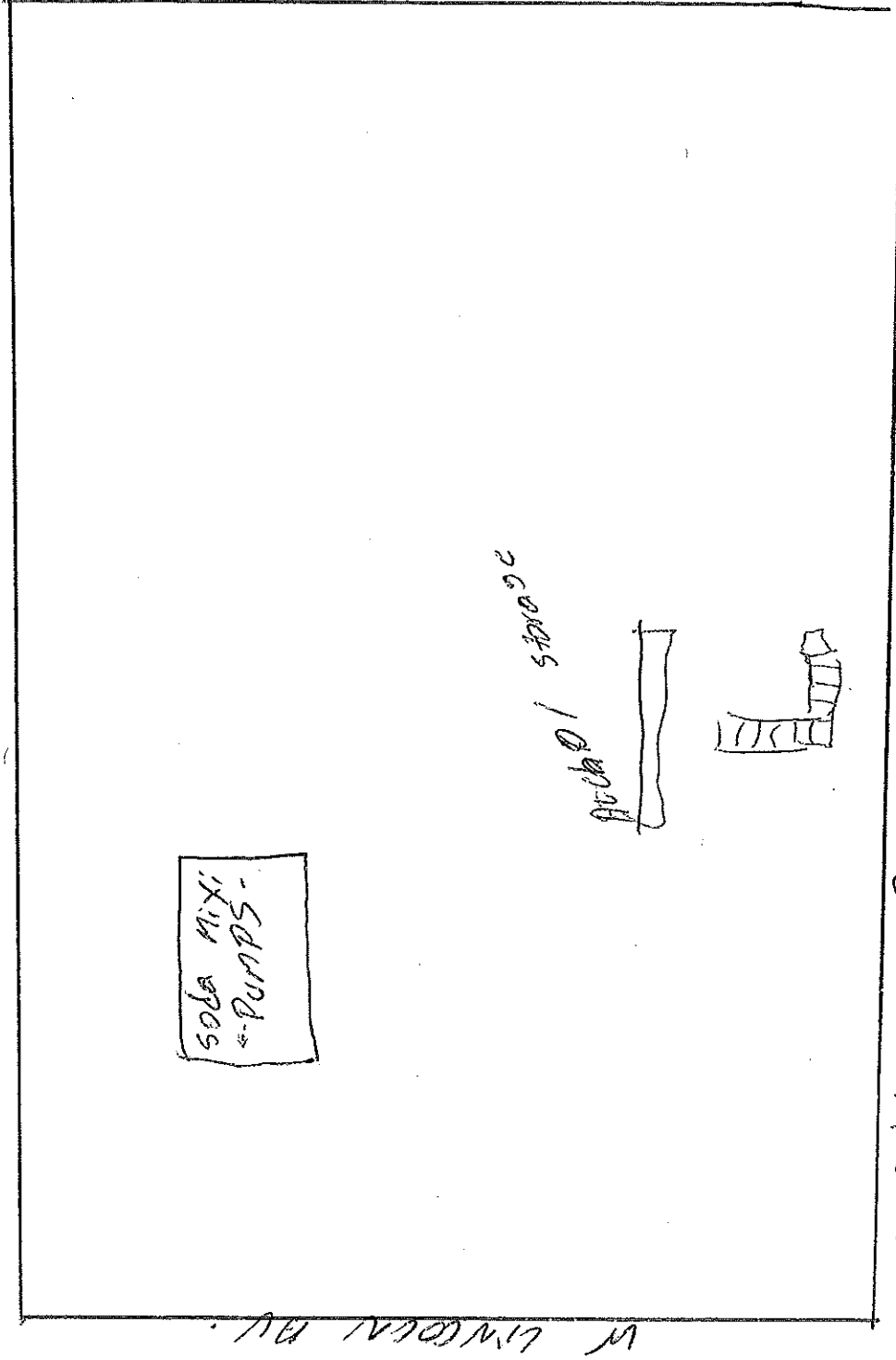
Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)



Legal Entity:
 Dulce Diablo Bar LLC
 Dulce Diablo Bar, Trade Name
 1900 W Lincoln Ave
 Milwaukee, WI 53215
 Owner: Gilar, Cortes, Reina
 Total sq. = 2,100



Basement Storage



519th St 70 Ft.

Dulce diablo bar LLC
 1900 W. Lincoln Ave
 Milwaukee WI 53215
 Agent: Julia Carter Barm Dulce Diablo Bar