



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, November 15, 2021

COMMITTEE MEETING NOTICE

AD 06

PATEL, Viral, Agent  
GVA LLC  
2029-31 N Holton St  
Milwaukee, WI 53212

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

**Tuesday, November 30, 2021 at 09:05 AM**

**Regarding:** Your Class A Malt & Class A Liquor, Food Dealer and Weights & Measures License Applications as agent for "GVA LLC" for "Pueblo Foods & Liquor" at 2029-31 N Holton 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/544004957> If you wish to call in, please call **+1 (872) 240-3212** and use Access Code: **544-004-957**

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 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: \_\_\_\_\_

Jim Cooney  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stas5@milwaukee.gov](mailto:stas5@milwaukee.gov)**



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, November 15, 2021

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AD 06

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GVA LLC  
8936 N PORT WASHINGTON RD.  
Bayside, WI 53217

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License Division Manager

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# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 08/19/21

**LICENSE TYPE:** BTAVN

**NEW:**

**RENEWAL:**

**No. 328329**

**Application Date:** 08/19/21

**License Location:** 2029-31 N Holton Street

**Business Name:** Pueblo Foods & Liquor, Inc

**Licensee/Applicant:** Nagra, Gurinder S  
(Last Name, First Name, MI)

**Date of Birth:** 07/30/70

**Home Address:** 6980 S. 35<sup>th</sup> Street

**City:** Franklin

**State:** WI **Zip Code:** 53132

**Home Phone:** (414) 467-2795

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

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

1. On 03/20/13, Milwaukee police conducted a License Premise Check at 2029-31 N Holton regarding a received complaint of the sale of bootleg liquor inside the establishment. Police spoke with the manager Kumar Karan who was able to provide police with invoices for all alcohol purchases and showed police around the business. No violations were observed.

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2. On 02/25/2014 the applicant was cited at 2667 North 5<sup>th</sup> Street in the city of Milwaukee for Responsible Person on Premises Required.

Charge: Responsible Person on Premises Required  
 Finding: Guilty  
 Sentence: \$368.00 fine  
 Date: 04/17/2014  
 Case: 14018997

3. On 05/15/2014 the applicant was cited at 2029 North Holton Street in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: \$280.00 fine  
Date: 01/15/2015  
Case: 14062301

4. On 07/19/2014 a 17 year old, working in conjunction with Milwaukee police, was able to purchase a 2 pack of Swisher Sweet brand cigars from the cashier, Margarita Molinar, at Pueblo Foods (2029 North Holton Street). The applicant was cited.

Charge: Sale of Cigarettes to Minor/Underage  
Finding: Dismissed without Prejudice  
Sentence:  
Date: 12/29/2014  
Case: 14054171

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5. On 01/26/2016 the applicant was cited in the City of Milwaukee at 4839 N. Green Bay Av for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: Fined \$980.00  
Date: 01/05/2017  
Case: 16033149

6. On 06/16/2016 the applicant was cited in the City of Milwaukee at 4110 W. Martin Dr for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: Fined \$280.00  
Date: 01/17/2017  
Case: 16051366

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7. On 08/02/2017 the applicant was cited in the City of Milwaukee at 4839 N. Green bay Av for

Charge: Building Code Violations  
Finding: Guilty  
Sentence: Fined \$330.00  
Date: 01/25/2018  
Case: 17074331

8. On 08/22/2017 the applicant was cited in the City of Milwaukee at 2667 N. 5<sup>th</sup> St for

Charge: Responsible Person on Premises Required  
Finding: Guilty  
Sentence: Fined \$190.00  
Date: 02/22/2018  
Case: 17042400

9. On 08/26/2017 the applicant was cited in the City of Milwaukee at 2677 N. 5<sup>th</sup> St for

Charge: Sale of Cigarettes to Minor/Underage  
Finding: Guilty  
Sentence: Fined \$280.00  
Date: 06/27/2018  
Case: 17051220

10. On 08/26/2017 the applicant was cited in the City of Milwaukee at 6811 N. Teutonia Av for

Charge: Sale of Cigarettes to Minor/Underage  
Finding: Dismissed  
Sentence:  
Date: 06/27/2018  
Case: 17051221

=====  
Items #9 & 10 updated with disposition on 04/30/2019

11. On 06/21/2018 Simranjeet BENIPAL (50%hshareholder) was cited in the City of Milwaukee at 2483 W. Capitol Dr. for Responsible Person on Premise Required.

Charge: Responsible Person on Premise Required  
Finding: Guilty  
Sentence: Fined \$378.00  
Date: 08/06/2018  
Case: 18058687

12. On 09/08/2018 a 17 year old working in conjunction with the Milwaukee Police Department and WI WINS Tobacco initiative, was able to purchase a 2 pack of Swisher Sweet cigars from the clerk at Pueblo Foods, 2029 N. Holton St. The clerk was identified as Margarita MOLINAR, who stated she checked the ID but did the math wrong. The applicant was mailed a MARTS enrollment package.

13. On 12/03/2018 the applicant was cited in the City of Milwaukee at 3876 N. Port Washington St for Responsible Person on Premise Required.

Charge: Responsible Person on Premise Required  
Finding: Guilty  
Sentence: Fined \$189.00  
Date: 04/11/2019  
Case: 18085794  
=====

14. On 05/04/2019 Simranjeet BENIPAL (50% shareholder) was cited in the City of Milwaukee for Sale of Cigarette to Minor/Underage.

Charge: Sale of Cigarette to Minor/Underage  
Finding: Guilty  
Sentence: Fined \$350.00  
Date: 09/10/2019  
Case: 19026298

15. On 10/07/2019 officers conducted a license premise check at Pueblo Foods and Liquor, 2029 N. Holton St. The bartender produced his Class D operator's license and the business license when asked. No violations were observed.

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**PREVIOUS PREMISE**

Date:10/01/2021  
Officer: P. O. Kalmanson

City of Milwaukee Police Department  
90-5-1.5 Crime Prevention Survey  
Convenience Store/Liquor Store Inspection

Name of Premise: Pueblo Foods  
Address: 2029 N. Holton St.  
Phone: (414)372-7172

Owner: Viral V. Patel  
Owner address: 8936 N. Port Washington Rd.  
City State Zip: Bayside, WI 53217  
Owner Phone: (419)306-7123  
Owner email: vvpatel@hotmail.com

Manager: Simranjeet Singh Benipal  
Home Address: 4447 W. Tumble Creek Dr.  
City State Zip: Franklin, WI 53132  
Phone: (414)517-9394  
Email: skbenipal@att.net

Preferred contact: Mr. Patel

Location currently open:  YES  NO

Projected open date:

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

Hours of Operation: Sun: 8A-9P 24 hours Y N  
Mon: 8A-9P  
Tue: 8A-9P  
Wed: 8A-9P  
Thu: 8A-9P  
Fri: 8A-9P  
Sat: 8A-9P

Premise Type: Liquor Store  
Convenience Store  
Other:

Licenses currently held:

- Alcohol:  Yes  No Class: # Applied For  
Tobacco:  Yes  No #: Applied For  
Food:  Yes  No #: Applied For  
Extended Hours:  Yes  No #:  
Secondhand Dealer:  Yes  No Type: #:  
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
  - 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. Is there a parking lot  Yes  No
7. Is the parking lot clean?  Yes  No N/A
8. Is the parking lot well lit?  Yes  No N/A
9. Are there areas where a person could conceal themselves  Yes  No
10. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
11. Exterior Payphone?  Yes  No
12. Are there No Loitering Signs posted?  Yes  No
13. Are there exterior security cameras  Yes  No How Many: 6
14. Are the address numbers prominently displayed and easy to see  Yes  No ::  
Displayed near both doors, plan to install larger numbers on the awning.

**Camera Survey:**

15. Does this location have security cameras?  Yes  No
16. Are they in working order?  Yes  No
17. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No
  - d. Recorded  Yes  No
18. How long is footage stored for later viewing: 2 months
19. Are there exterior cameras  Yes  No How many: 6 cameras
20. Are there interior cameras  Yes  No How many: 40 cameras



21. Do all employees know how to retrieve recorded digital images/footage?  Yes  No 3 employees

**Interior Survey:**

22. 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
23. Is the interior of the location neat and clean?  Yes  No
24. Does an interior camera face the entrance/exit?  Yes  No
25. Is there a lockable area that separates employees from customers?  Yes  No
26. Does the store sell single chore boy?  Yes  No
27. Does the store sell blunt wraps?  Yes  No
28. Does the store sell scales?  Yes  No
29. Does the store sell items that may be used as crack pipes?  Yes  No  
a. Describe item
30. Does the store have an over abundance of sandwich baggies:  Yes  No
31. Does the owner understand that these items are often used for drug use?  Yes  No
32. Do the products in the store appear to be new and rotated often?  Yes  No
33. Are emergency and non-emergency numbers posted near the phone?  Yes  No
34. 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

**Complete this section if alcohol establishment is a convenience store:**

(\*\* Read full ordinance for all details "68-4.3 Convenience Food Stores")

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

1. Is the 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 \*\*
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees?  Yes  No
3. Does the store maintain one of the following on the licensed premise:  
a. A safe that was in use at the convenience food store on August 17, 1994?  Yes  No  
b. 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
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise?  Yes  No  N/A
5. Are at least two high-resolution surveillance security cameras installed?  Yes  No
6. Are the security cameras in working order?  Yes  No
7. Does one camera show an overall view of the counter and register area?  Yes  No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store?  Yes  No
9. Are the camera views obstructed by fixtures or displays?  Yes  No

10. Is the recorded footage stored for at least 30 days?  Yes  No
11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody?  Yes  No Only 3 employees
12. Are customer entrances/exits made of glass or other transparent material?  Yes  No
- a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment?  Yes  No
- a. Contact Community Outreach and Education at 935-7836 for schedule.

**Sub 3. Exemptions.** The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

- a-1. The store is 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 can enter it directly from the outside.  
Does store conform to a-1  Yes  No
- a-2. The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.  
Does store conform to a-2  Yes  No
- a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.  
Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Plans to install window tinting for southern liquor store door that stays locked.

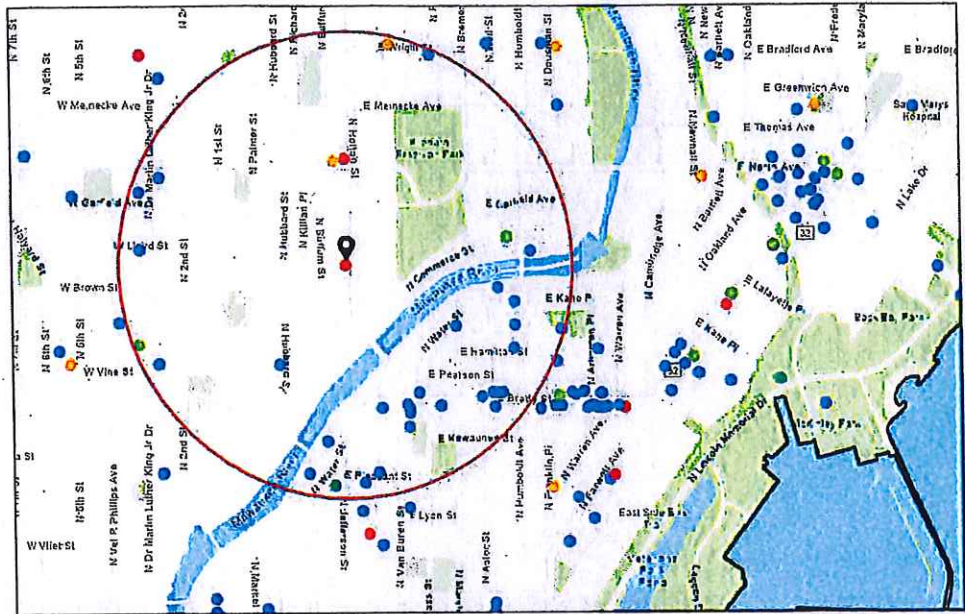


# Concentration Map - 2029-31 N Holton ST

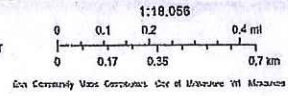
## Area of Interest (AOI) Information

Area : 21,862,585.89 ft<sup>2</sup>

Aug 18 2021 10:19:41 Central Daylight Time



- Alcohol Licenses
  - Class A Intoxicating Liquor
  - Class A Fermented Malt Beverage
  - Class A Liquor and Malt
  - Class B Fermented Malt Beverage
  - Class B Tavern
  - Class C Wine Retailer
- City Limits



8/18/2021

Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	40		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Josh's Fine Dining LLC	Up-Down MKE	Austin E Barth, Agt	615 E Brady ST	Class B Tavern License		8/21/2021, 7:00 PM	1
2	Joso Incorporated	Angelo's Piano Lounge	Sean G Oroni, Agt	1686 N VAN BUREN ST	Class B Tavern License	49	8/22/2021, 7:00 PM	1
3	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class B Fermented Malt Beverage Retailer's License		9/2/2021, 7:00 PM	1
4	BELAIR CANTINA, INC	BELAIR CANTINA	KRISTYN A Eitel, Agt	1935 N WATER ST	Class B Tavern License	160	9/19/2021, 7:00 PM	1
5	WAN FU, INC	EMPEROR OF CHINA	JIN-SHOEI HORNG, Agt	1010 E BRADY ST	Class B Tavern License	25	9/25/2021, 7:00 PM	1
6	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class C Wine Retailer's License		9/2/2021, 7:00 PM	1
7	Triple OT Sports Bar LLC	Triple OT Sports Bar LLC	DeAndre P Perkins, Agt	1806 N MARTIN L KING JR DR	Class B Tavern License	99	9/1/2021, 7:00 PM	1
8	Alderaan Holdings LLC	Alderaan Coffee	David N Neumann, Agt	1560 N Water ST	Class B Fermented Malt Beverage Retailer's License		10/15/2021, 7:00 PM	1
9	Pueblo Foods & Liquor, Inc	Pueblo Foods & Liquor	GURINDER S NAGRA, Agt	2029-31 N HOLTON ST	Class A Malt & Class A Liquor License		9/20/2021, 7:00 PM	1
10	SANFORD RESTAURANT, INC	SANFORD RESTAURANT	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80	10/29/2021, 7:00 PM	1
11	Curry Goat Corp	Jewels Caribbean Restaurant	Lucile M Jules, Agt	2230 N Martin L King Jr DR	Class B Tavern License	320	11/4/2021, 7:00 PM	1
12	Glorioso's Enterprises, LTD	Glorioso's Appetito	MICHAEL A GLORIOSO, Agt	1020 E BRADY ST	Class B Tavern License		11/28/2021, 6:00 PM	1
13	Uncle Wolfie's Breakfast Tavern LLC	Uncle Wolfie's Breakfast Tavern	Matthew A Schaefer, Agt	234 E Vine ST	Class B Tavern License		12/8/2021, 6:00 PM	1
14	Colglasand Investments LLC	Mangos Cafe East	Francisco Sandino-Escobar, Agt	1682 N Van Buren ST	Class B Tavern License	83	2/8/2022, 6:00 PM	1
15	Red Lion Restaurant Group LLC	Red Lion Pub on Tannery Row	CHRISTOPHE R J TINKER, Agt	1850 N WATER ST	Class B Tavern License	274	1/26/2022, 6:00 PM	1
16	KRAYEM, INC	QUICK STOP FOODS	MOHAMMAD I EL-HASSAN, Agt	416 E NORTH AV.	Class A Fermented Malt Beverage Retailer's License		1/19/2022, 6:00 PM	1
17	Fink's of Milwaukee, Inc	Fink's	KRISTYN A Eitel, Agt	1875 N Humboldt AV	Class B Tavern License	80	2/20/2022, 6:00 PM	1

18	PITCH'S LOUNGE & RESTAURANT	PITCH'S LOUNGE & RESTAURANT	PETER F PICCIURRO, SP	1801 N HUMBOLDT AV	Class B Tavern License	130	2/27/2022, 6:00 PM	1
19	Street Chefs Brady, LLC	The Truck Stop	Jordon A Stewart, Agt	707 E BRADY ST	Class B Tavern License		3/17/2022, 7:00 PM	1
20	Veggas Pub	Veggas Pub	Craig A Pape, SP	2479 N FRATNEY ST	Class B Tavern License		4/7/2022, 7:00 PM	1
21	GLORIOSO'S ENTERPRISE S, LTD	GLORIOSO'S ITALIAN MARKET	MICHAEL A GLORIOSO, Agt	1011 E BRADY ST	Class B Tavern License	82	5/3/2022, 7:00 PM	1
22	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2022, 7:00 PM	1
23	Star Grocery, LLC	Star Grocery	Mohamad M Dahir, Agt	2500 N Booth ST	Class A Retailer's Intoxicating Liquor License		4/21/2022, 7:00 PM	1
24	Star Grocery, LLC	Star Grocery	Mohamad M Dahir, Agt	2500 N Booth ST	Class A Fermented Malt Beverage Retailer's License		4/21/2022, 7:00 PM	1
25	Four Gems LLC	Holton Liquor & Food	MOHAMMAD F NAZER, Agt	2301 N Holton ST	Class A Malt & Class A Liquor License		5/16/2022, 7:00 PM	1
26	On The Bayou Inc	On The Bayou	Janice L Johnson, Agt	2053 N Martin L King Jr DR	Class B Tavern License	181	5/2/2022, 7:00 PM	1
27	Craft Culture LLC	Interval	Steven J Westerhausen, Agt	1600 N Jackson ST	Class B Tavern License		5/23/2022, 7:00 PM	1
28	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	SARINLADA PANYASOPA, Agt	932 E BRADY ST	Class B Tavern License		6/14/2022, 7:00 PM	1
29	Lakes Venture LLC	Fresh Thyme Market #701	Sara Jean Johnson, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2022, 7:00 PM	1
30	Stubby's Gastrogrub LLC	Stubby's Gastrogrub & Beer Bar	BRADLEY H TODD, Agt	2060 N HUMBOLDT AV	Class B Tavern License	410	5/23/2022, 7:00 PM	1
31	SB 2213, LLC	Sky Box Sports Bar	Toi Lisa Mark, Agt	2213 N MARTIN L KING JR DR	Class B Tavern License	300	4/11/2022, 7:00 PM	1
32	THE HIDEOUT CORP OF MILWAUKEE	SCAFFIDI'S HIDEOUT	RICK SCAFFIDI, Agt	1837 N HUMBOLDT AV	Class B Tavern License	80	6/29/2022, 7:00 PM	1
33	DEM ANO, INC	REGANO'S ROMAN COIN	MARY T REGANO, Agt	1004 E BRADY ST	Class B Tavern License	80	6/29/2022, 7:00 PM	1
34	OCTOPUS, LTD	WOLSKI'S TAVERN	DENNIS BONDAR, Agt	1836 N PULASKI ST	Class B Tavern License	80	6/29/2022, 7:00 PM	1
35	Mi Casa Su Cafe LLC	Mi Casa Su Cafe	Paul L Whigham, Agt	1839A N MARTIN L KING JR DR	Class C Wine Retailer's License		7/4/2022, 7:00 PM	1

36	CASABLANC A RESTAURANT , LLC	CASABLANC A RESTAURAN T	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	7/29/2022, 7:00 PM	1
37	The Other Ones LLC	Birch + Butcher	Rebecca A Zwiefelhofer, Agt	459 E Pleasant ST	Class B Tavern License		4/6/2022, 7:00 PM	1
38	Baldwin Trade LLC	The Diplomat	Dane K Baldwin, Agt	815 E Brady ST	Class B Tavern License		7/25/2022, 7:00 PM	1
39	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class B Fermented Malt Beverage Retailer's License		9/2/2022, 7:00 PM	1
40	Beau Chalet, LLC	Beerline Cafe	Michael G Allen, Agt	2076 N COMMERCE ST	Class C Wine Retailer's License		9/2/2022, 7:00 PM	1

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



Monday, November 15, 2021



# Notice of Public Hearing

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PATEL, Viral  
Pueblo Foods & Liquor at 2029-31 N Holton St.  
Class A Malt & Class A Liquor, Food Dealer and Weights & Measures License Applications

**Tuesday, November 30, 2021 at 09:05 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 virtually on 11/30/2021 at 9:05 AM. 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, 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 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	1956 N HOLTON ST	MILWAUKEE, WI 53212-3736
CURRENT OCCUPANT	1956A N HOLTON ST	MILWAUKEE, WI 53212-3736
CURRENT OCCUPANT	1962 N HOLTON ST	MILWAUKEE, WI 53212-3736
CURRENT OCCUPANT	1962A N HOLTON ST	MILWAUKEE, WI 53212-3736
CURRENT OCCUPANT	2000 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2000 N HOLTON ST, A	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2004 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2006 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2006 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2008A N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2010 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2010 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2010A N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2012 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2013 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2014 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2016 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2019 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2020 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2024 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2024 N BUFFUM ST, A	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2024 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2025 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2026 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2028 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2028A N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2029 N HOLTON ST	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2030 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2030 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2030A N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2031 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2034 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2034A N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2035 N HOLTON ST, 1	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2035 N HOLTON ST, 2	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2035 N HOLTON ST, 3	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2035 N HOLTON ST, 4	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2035 N HOLTON ST, 5	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2039 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2039A N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2039B N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2040 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2040A N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2041 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2042 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2043 N BOOTH ST	MILWAUKEE, WI 53212-3403

CURRENT OCCUPANT	2043 N HOLTON ST, 1	MILWAUKEE, WI 53212-3365
CURRENT OCCUPANT	2043 N HOLTON ST, 2	MILWAUKEE, WI 53212-3365
CURRENT OCCUPANT	2043 N HOLTON ST, 3	MILWAUKEE, WI 53212-3365
CURRENT OCCUPANT	2043 N HOLTON ST, 4	MILWAUKEE, WI 53212-3365
CURRENT OCCUPANT	2044 N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2044A N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2044B N BUFFUM ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	2047 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2047 N HOLTON ST	MILWAUKEE, WI 53212-3333
CURRENT OCCUPANT	2047A N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2050 N HOLTON ST	MILWAUKEE, WI 53212-3334
CURRENT OCCUPANT	2051 N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2051A N BOOTH ST	MILWAUKEE, WI 53212-3403
CURRENT OCCUPANT	2111 N HOLTON ST	MILWAUKEE, WI 53212-3335
CURRENT OCCUPANT	401 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	403 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	405 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	408 E BROWN ST	MILWAUKEE, WI 53212-3324
CURRENT OCCUPANT	411 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	412 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	418 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	420 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	421A E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	424 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	428 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	430 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	433 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	433 E LLOYD ST, A	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	434 E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	434A E LLOYD ST	MILWAUKEE, WI 53212-3354
CURRENT OCCUPANT	439 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	441 E LLOYD ST	MILWAUKEE, WI 53212-3353
CURRENT OCCUPANT	456 E BROWN ST, 101	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 102	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 103	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 104	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 105	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 201	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 202	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 203	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 204	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 205	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 206	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 207	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 208	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 209	MILWAUKEE, WI 53212-3846
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CURRENT OCCUPANT	456 E BROWN ST, 211	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 212	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 213	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 214	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 215	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 216	MILWAUKEE, WI 53212-3846
CURRENT OCCUPANT	456 E BROWN ST, 301	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 302	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 303	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 304	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 305	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 306	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 307	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 308	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 309	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 310	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 311	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 312	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 313	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 314	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 315	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 316	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 401	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 402	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 403	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 404	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 405	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 406	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 407	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 408	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 409	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 410	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 411	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 412	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 413	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 414	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 415	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	456 E BROWN ST, 416	MILWAUKEE, WI 53212-3848
CURRENT OCCUPANT	511 E LLOYD ST	MILWAUKEE, WI 53212-3417
CURRENT OCCUPANT	519 E LLOYD ST	MILWAUKEE, WI 53212-3417
CURRENT OCCUPANT	521 E LLOYD ST	MILWAUKEE, WI 53212-3417

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Total Records: 134

Radius 250.0 feet and Center of the Circle: 2029 N Holton 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: SUPERMARKET

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

## 2. Business Operations

- a. Proposed Opening Date: 09/15/2021
- 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: Class A Liquor, Food, Cigarette & Tobacc
- 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: 6 Locations: By Cash Reg, Meat Dept, Deli Area, Restrooms  
Outside: 1 Locations: By Front Door Outside
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- 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: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 16 and list locations: \_\_\_\_\_  
 Security Camera system montiors inside and store surroundings 24/7.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>15</u> %	Food <u>60</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>20</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>5</u> % Describe: <u>Lottery &amp; Misc.</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (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: \_\_\_\_\_       Rooming House: Number of Floors: \_\_\_\_\_  
 Number of Rooms: \_\_\_\_\_      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: Food, Class A Liquor

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

Capacity n/a (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: 29th St and Holton 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: ADYA LLC Phone Number: 419-306-7123  
 Building Owner Address: 8936 N Port Washington Rd, Bayside, WI 53217

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

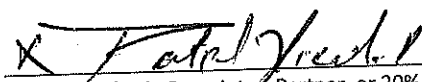
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	7:00am	9:00pm	200	all	none
Monday	7:00am	9:00pm	200	all	none
Tuesday	7:00am	9:00pm	200	all	none
Wednesday	7:00am	9:00pm	200	all	none
Thursday	7:00am	9:00pm	200	all	none
Friday	7:00am	9:00pm	200	all	none
Saturday	7:00am	9:00pm	200	all	none

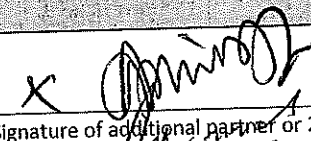
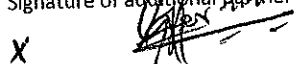
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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)

X   
 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)

X   
 Signature of additional partner or 20% or more shareholder  
X 

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](http://www.milwaukee.gov/license)

Legal Entity Name: GVA LLC

Premise Address: 2029-31 N HOLTON ST, MILWAUKEE, WI 53212

### 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.)? \_\_\_\_\_

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

d) Total amount paid for business \$ TBD \_\_\_\_\_

e) Total amount paid for goodwill of the business \$ TBD \_\_\_\_\_

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 \_\_\_\_\_ Ends \_\_\_\_\_

b) Monthly rental \$ \_\_\_\_\_

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)? \_\_\_\_\_


### 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 occupancy 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





# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
 CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
 (414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: **GVA LLC**

Premises Address: **2029-2031 N HOLTON STREET, MILWAUKEE, WI 53212**

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

- Restaurant Items (meals):  
 MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.
- Retail Items (snacks and beverages):  
 RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast  
 Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

- Restaurant items (meals) will be sold – Complete this application and also contact DATCP.  
 NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold?  No  Yes  
 (includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Milk, Cheese, Ice Cream, Meat, Poultry, Fish

**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?  
 At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)  
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?  
 No If No, SKIP to Section 8  
 Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address & Phone Number of Architect: \_\_\_\_\_

Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?  
 No If No, SKIP to Section 8  
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: X [Signature]

Signature of Additional Partner: X [Signature]



**WEIGHTS & MEASURES LICENSE  
SUPPLEMENTAL APPLICATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

**Office Use Only:**

App# \_\_\_\_\_  
Filed \_\_\_\_\_  
Initials \_\_\_\_\_  
Paid \_\_\_\_\_  
Lic # \_\_\_\_\_

Legal Entity Name: GVA LLC

Premise Address: 2029 N. HOLTON AVE MILWAUKEE WI 53212

**Device Type(s)**

- Check all device types for which you need a license.
- For each device type checked, indicate how many you have in the Number of Devices column (b).
- Calculate the Total Fee Per Device Type by multiplying the Fee Per Device Type (a) by the Number of Devices (b).
- Add all Total Fee Per Device Type amounts together and that will be your Total Fee Due.
- \* **Exception:** The Scanner fee is not per device. Check the box for the appropriate range.  
If you have 1-3 scanners, the total due is \$130. If you have 4 or more scanners, the total due is \$250.  
Check the Number of Devices (b).

Device Type	License Period	Fee Per Device Type (a)	Number of Devices (b)	Total Fee Per Device Type (a x b)
<b>Liquid Measuring Devices</b>				
<input type="checkbox"/> Retail Petroleum Meters	12 months	\$60		
<input type="checkbox"/> 0 to 30 gallons per minute	24 months	\$60		
<input type="checkbox"/> 31 to 200 gallons per minute	24 months	\$250		
<input type="checkbox"/> Over 200 gallons per minute	24 months	\$250		
<b>Scales</b>				
<input checked="" type="checkbox"/> Measuring any weight amount	24 months	\$55		
<b>Scanners</b>				
		Fee for scanners is by range	Check how many scanners you have	
<input checked="" type="checkbox"/> Up to 3 scanners	24 months	\$130 total*	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 3	
<input type="checkbox"/> Four or more scanners	24 months	\$250 total*	<input type="checkbox"/> 4 <input type="checkbox"/> Other _____	
<b>Other Devices</b>				
<input type="checkbox"/> Length Measuring Device	24 months	\$60		
<input type="checkbox"/> Timing Device	24 months	\$30		
<b>Total Fee Due</b>				<input type="text"/>

**Signature**

I hereby agree that I will comply with the applicable sections of the Wisconsin State Statutes, Administrative Code and the Milwaukee Code of Ordinances regarding the operation of weighing and measuring devices.

I understand that all devices must be operated within the specifications, tolerances and other technical requirements set forth in the National Institute of Standards and Technology Handbook 44. I understand that the license for which I am applying must be posted on the premises or in my vehicle prior to opening for business or operating the device.

I understand that these device licenses are not transferable (with the exception of scanners). If the device is replaced or needs to be resealed, I must apply for and receive a new license so that an inspection of the device can be performed prior to its use.

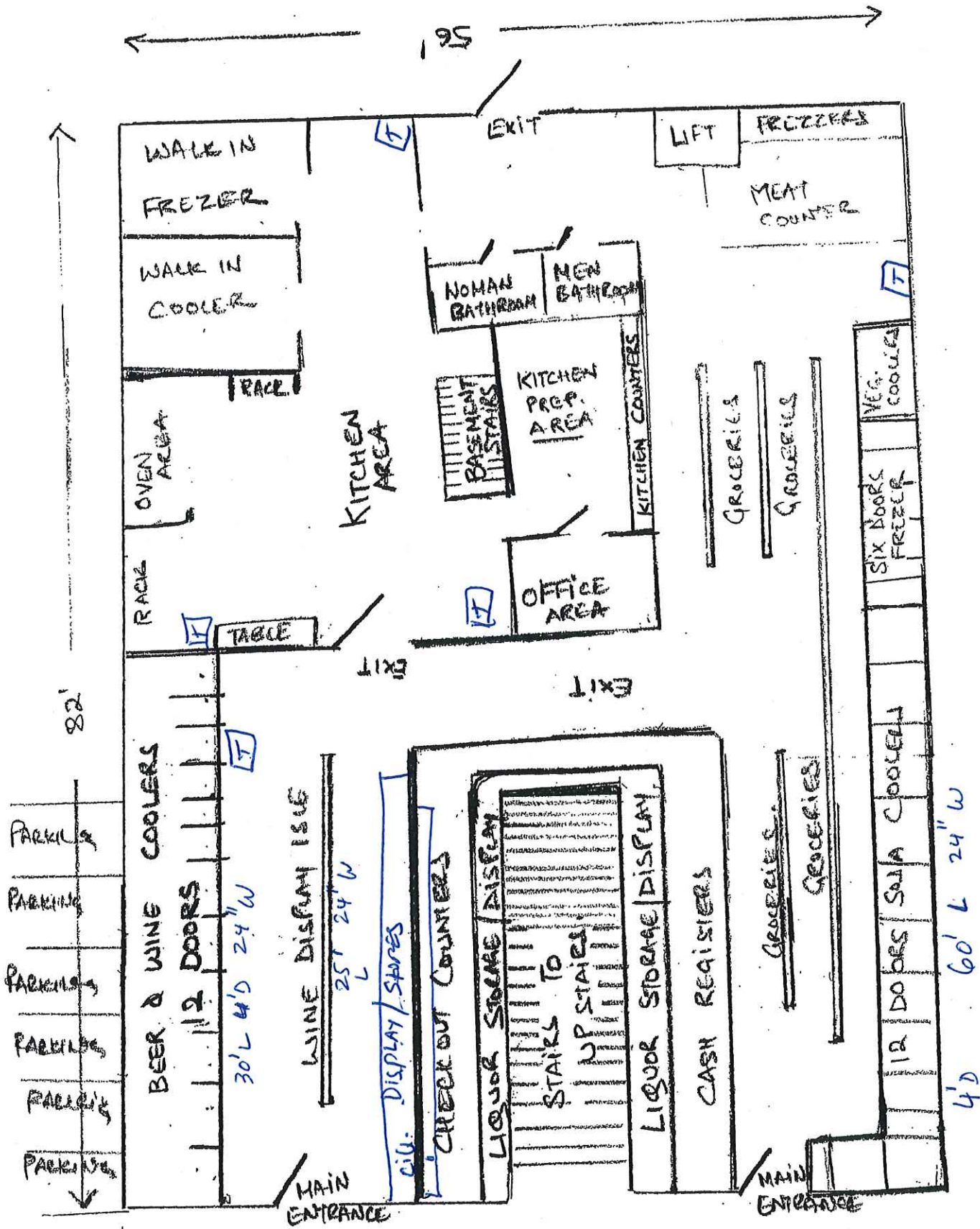
I acknowledge that as a condition of being issued this license, I must allow the Health Department into the establishment to test the device to validate its specifications/tolerances. If my devices are found out of compliance, I may be charged inspection fees.

I have read, understand, and will adhere to all the above acknowledgments.

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

**This form must be submitted with the Business License Application, Weights & Measures Plan of Operation, and appropriate fee.  
Forms can be obtained online at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses).**



"GVA, LLC, D/B/A Pueblo Foods & more"  
 MR. VIJAL PATEL, AGENT  
 2629-31 N. HOLTON ST.  
 MILWAUKEE, WI 53201  
 PH: 414-378-7172  
 APPROX. SQFT = 3696  
 29' ← → 29'  
 82' ← → 82'  
 4' D 60' L 24" W  
 4' D 60' L 24" W  
 N →

8/12/21

GVA, LLC, D/B/A PUEBLO FOODS & LIQUOR

"MR. VIRAL PATEL" AGENT

2029-31, N HOLTON ST.

MILWAUKEE, WI 53201

PH: 414-372-7172



APPX. SQF = 2200'

