



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

Tuesday, June 13, 2023

COMMITTEE MEETING NOTICE

AD 12

JERONIMO, Lourdes J, Agent
Escvzq Club 69 LLC
1663 S 11TH St
Milwaukee, WI 53204

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, June 27, 2023 at 09:15 AM

The access code is <https://meet.goto.com/459516781>. If you wish to call in: [+1 \(646\) 749-3122](tel:+16467493122) and use Access Code: **459-516-781**. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern License Application as agent for "Escvzq Club 69 LLC" for "Club 69" at 1663 S 11TH St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

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



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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

Crite, Yvette

From: License
Sent: Monday, March 13, 2023 9:17 AM
To: Crite, Yvette
Cc: Cooney, Jim
Subject: FW: Objection to license club 69

Please add

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



From:
Sent: Sunday, March 12, 2023 11:17 PM
To: License <LICENSE@milwaukee.gov>
Subject: Objection to license club 69

 You don't often get email from
Hello,

My Name is _____ I lived in this home on 11th st for several
years. Every time this establishment is open it creates an un safe enviroment. Drunk people breaking glass
bottles, sometimes car windows. Fights, and other disturbances right infont of our property.

I object to the licensing of this establishment.

REDACTED RECORD

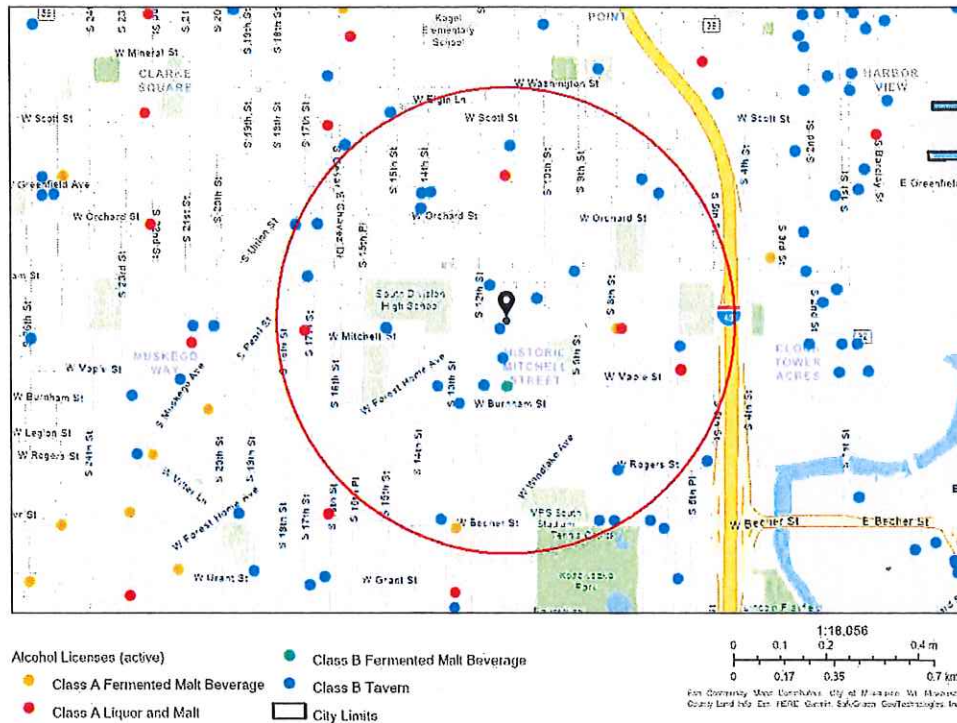


Concentration Map 1663 S 11TH ST

Area of Interest (AOI) Information

Area : 21,862,585.76 ft²

Mar 1 2023 15:18:53 Central Standard Time



1663 S 11TH ST

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	30		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/19/2023, 7:00 PM	1
2	BUCKAROO LTD	Bryant's Cocktail Lounge	JOHN M DYE, Agt	1579 S 9th ST	Class B Tavern License	99	4/7/2023, 7:00 PM	1
3	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	5/27/2023, 7:00 PM	1
4	Campesino, LLC	Carniceria El Campesino	RUPINDER S ARORA, Agt	635 W GREENFIELD AV	Class B Tavern License	49	6/15/2023, 7:00 PM	1
5	GOOD FORTUNE CORP	Mi Pueblo	Bakul H Desai, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		6/19/2023, 7:00 PM	1
6	Good Fortune Corp	Los Amigos	Bakul H Desai, Agt	2100 S 13TH ST	Class A Fermented Malt Beverage Retailer's License		6/19/2023, 7:00 PM	1
7	Restaurante El Local LLC	Restaurante El Local	JESUS SOTO CRUZ, Agt	1801 S 11th ST	Class B Fermented Malt Beverage Retailer's License		7/5/2023, 7:00 PM	1
8	El Barril	El Barril	JOSE L TERRONES, SP	1586 S PEARL ST	Class B Tavern License	59	7/5/2023, 7:00 PM	1
9	Colombia Tropical	Colombia Tropical	RODRIGO DIEZ, Agt	1629 S 10TH ST	Class B Tavern License	90	7/9/2023, 7:00 PM	1
10	Salas' Bar LLC	Sala's Bar and Beer Garden	Agustin Salas Macias, Agt	2078 S 8th ST	Class B Tavern License		6/29/2023, 7:00 PM	1
11	Tacos Gemelos Restaurant LLC	Los Gemelos Tacos	Juan G Antunez Gomez, Agt	1116 W HISTORIC MITCHELL ST	Class B Tavern License	49	7/22/2023, 7:00 PM	1
12	Johanna's Cakes & Desserts LLC	Johanna's Cakes & Desserts	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2023, 7:00 PM	1
13	QUALITY DISCOUNT, LLC	QUALITY DISCOUNT	OMAR A ALI, Agt	738 W HISTORIC MITCHELL ST	Class A Fermented Malt Beverage Retailer's License		9/20/2023, 7:00 PM	1
14	La Escondida	La Escondida	Josephine Vargas, SP	1400 W ORCHARD ST	Class B Tavern License		10/13/2023, 7:00 PM	1
15	1110 Corp	Greenfield Pantry	Michael J Widmann, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		9/24/2023, 7:00 PM	1
16	El Pelon Bar	El Pelon Bar	Joel Velasco Garcia, SP	1832 S 13TH ST	Class B Tavern License	25	10/20/2023, 7:00 PM	1
17	Acosta Restaurant LLC	El Tlaxcalteca Restaurant	Evaristo Acosta Pena, Agt	1300 W Burnham ST	Class B Tavern License		9/25/2023, 7:00 PM	1

18	SHORTY'S CATERING, INC	SHORTY'S CATERING & RESTAURANT	ELISA MALDONADO, Agt	2075-79 S 13TH ST	Class B Tavern License	156	9/20/2023, 7:00 PM	1
19	SAN JOSE, LLC	CLUB GUADALAJARA	GUILLERMO RODRIGUEZ, Agt	1135 W LAPHAM BL	Class B Tavern License	240	11/23/2023, 6:00 PM	1
20	PEOPLES INN	PEOPLES INN	MARIA M RODRIGUEZ, SP	1139 W MAPLE ST	Class B Tavern License	45	11/22/2023, 6:00 PM	1
21	The Clem-Pank Group LLC	On My Way Home	DEBI DAMRON, Agt	2079 S 8th ST	Class B Tavern License	71	11/17/2023, 6:00 PM	1
22	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	11/7/2023, 6:00 PM	1
23	LA CARRETA VIEJA	LA CARRETA VIEJA	ABEL SANTOS, SP	1339 W GREENFIELD AV	Class B Tavern License	223	7/26/2023, 7:00 PM	1
24	MITCHELL BEVERAGE, LLC	SAM'S LIQUOR	RUPINDER KAUR, Agt	732 W HISTORIC MITCHELL ST	Class A Malt & Class A Liquor License		11/29/2023, 6:00 PM	1
25	Greater Milwaukee Association of the Deaf Inc	Greater Milwaukee Association of the Deaf	John A Szupica, Agt	1725 S 11th ST	Class B Tavern License	129	1/16/2024, 6:00 PM	1
26	Taqueria El Toro LLC	Taqueria El Toro LLC	Toribio Perez Martinez, Agt	551 W Historic Mitchell ST	Class B Tavern License	94	12/11/2023, 6:00 PM	1
27	Shree Ram 1401 LLC	Max Liquor & Food	Ushaben H Patel, Agt	1401 W GREENFIELD AV	Class B Tavern License		2/5/2024, 6:00 PM	1
28	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	2/28/2024, 6:00 PM	1
29	Carnitas Machetes	Carnitas Machetes	Alberto Morales, SP	2000 S 8th ST	Class B Tavern License		2/5/2024, 6:00 PM	1
30	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/19/2024, 7:00 PM	1

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



Tuesday, June 13, 2023



Notice of Public Hearing

Blank Notice

JERONIMO, Lourdes J, Agent
Club 69 at 1663 S 11TH St
Class B Tavern License Application

Tuesday, June 27, 2023 at 9:15 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 6/27/2023 at 9:15 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or 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	1116A W HISTORIC MITCHELL ST	MILWAUKEE, WI 53204-3327
CURRENT OCCUPANT	1117 W HISTORIC MITCHELL ST	MILWAUKEE, WI 53204-3328
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 203	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 204	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 205	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 206	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 208	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 212	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 216	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 217	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 218	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 220	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1206 W HISTORIC MITCHELL ST# 221	MILWAUKEE, WI 53204-3347
CURRENT OCCUPANT	1628 S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1628A S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1629 S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1629A S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1630 S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1630A S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1633 S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1633A S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1636 S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1636A S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1640 S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1640A S 12TH ST	MILWAUKEE, WI 53204-3331
CURRENT OCCUPANT	1643 S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1643 S 11TH ST# A	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1643 S 11TH ST# B	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1647A S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1647B S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1651A S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1651B S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1657 S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1657A S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1657B S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1659 S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1661A S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1663B S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1665 S 11TH ST	MILWAUKEE, WI 53204-3340
CURRENT OCCUPANT	1670 S 11TH ST# 101	MILWAUKEE, WI 53204-3354
CURRENT OCCUPANT	1670 S 11TH ST# 102	MILWAUKEE, WI 53204-3354
CURRENT OCCUPANT	1670 S 11TH ST# 103	MILWAUKEE, WI 53204-3354
CURRENT OCCUPANT	1670 S 11TH ST# 201	MILWAUKEE, WI 53204-3354
CURRENT OCCUPANT	1670 S 11TH ST# 202	MILWAUKEE, WI 53204-3354
CURRENT OCCUPANT	1670 S 11TH ST# 203	MILWAUKEE, WI 53204-3354
CURRENT OCCUPANT	1670 S 11TH ST# 204	MILWAUKEE, WI 53204-3354

Radius 250.0 feet and Center of the Circle: 1663 S 11th St

MILWAUKEE, WI 53204-3357
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MILWAUKEE, WI 53204-3359



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:

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: club 2020 of server

2. Business Operations

- a. Proposed Opening Date: May 04/23
- 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: _____
- 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: Restrooms
- b. Number of Garbage Cans: Inside: 4 Locations: 2 in side of bar 2 each Restrooms
Outside: 1 Locations: Dumpster
- 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: (Street)
- 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? 1 and answer the following:
 What are their responsibilities? ID'S
 Is security equipment used? ☐ No ☒ Yes If yes, describe flash, light, pepper spray
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 5 and list locations: 4 on Side
1 out Side By Door
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe ID

6. Percentage of Sales (must total 100%)

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

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

Type 1

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

Type 2

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

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

- ☒ Occupancy Permit ☐ Cigarette & Tobacco ☐ Gas Station ☐ Extended Hours ☒ Class "B" Tavern ☐ Weights & Measures
☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: _____

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

Capacity 40 (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: _____

c. Nearest Major Cross Street: Mitchell 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: Jose and Marcela Lechuga Phone Number: 414 606 7415

Building Owner Address: 3689 ASBth St Milwaukee WI 53221

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	6 AM	2:00 AM	0 a 20		
Monday	6 AM	2:00 AM			
Tuesday	6 AM	2:00 AM			
Wednesday	6 AM	2:00 AM			
Thursday	6 AM	2:00 AM			
Friday	6 AM	2:30 AM			
Saturday	6 AM	2:30 AM			

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

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

11. Signature(s)

Leurdes J.J.

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

Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name:

Esevzq Club 69 LLC

Premise Address:

1663 S 11 St Milwaukee WI 53204

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.)?

owner

c) Are you purchasing the stock and/or fixtures?

☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business

\$ 0

e) Total amount paid for goodwill of the business

\$ 0

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

05/2023 Ends 05/2024

b) Monthly rental

\$ 1000 - 11k

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)?

Renew every year

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

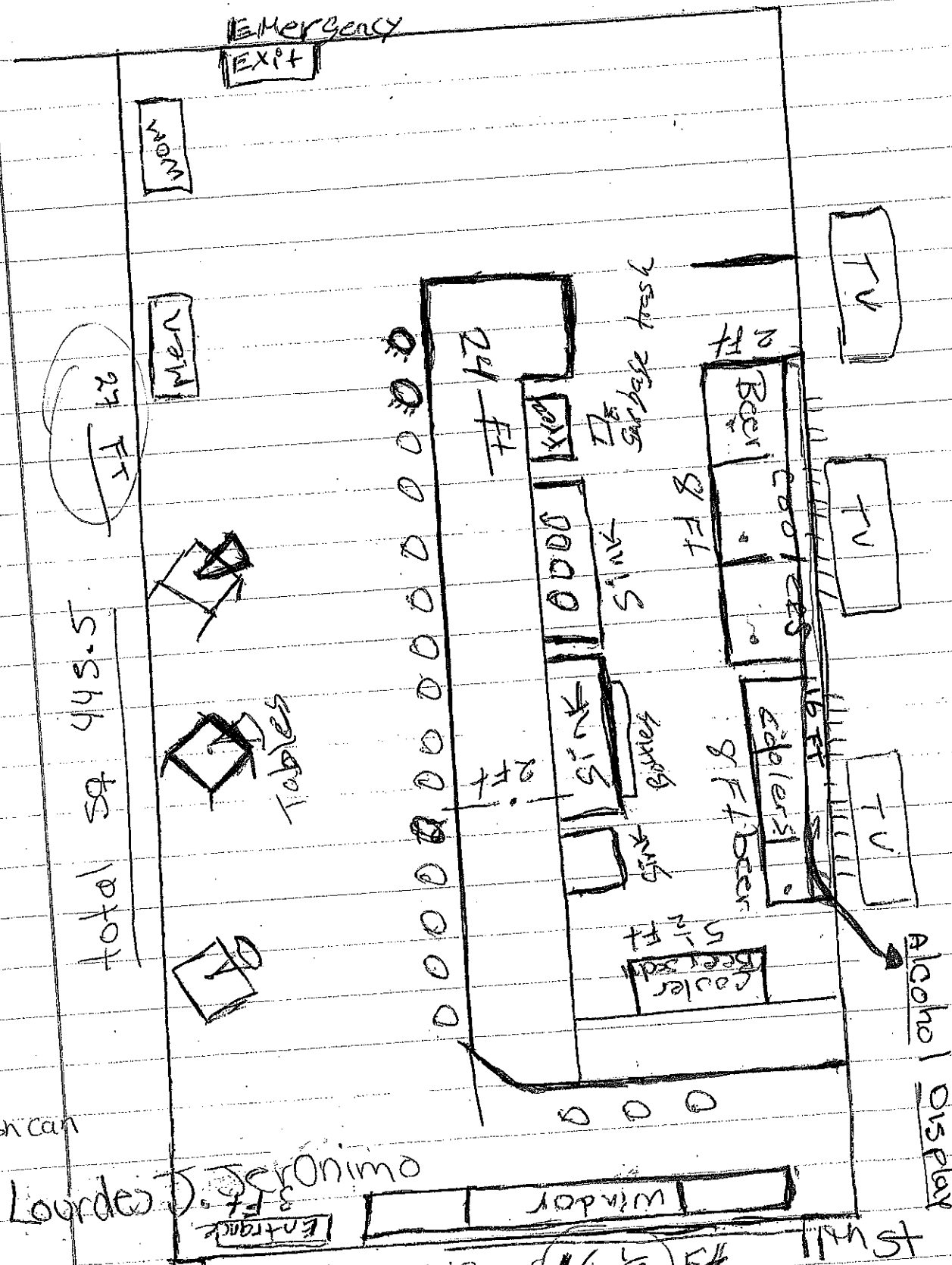
Loordes J.J.
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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

N ↑



T = trash can

Agent: Lourdes J. Teronimo

ESC VZQ Club 64 LLC (16 1/2) FT 11th St
1663 S 11 Milwaukee WI Trade: Club 69
Date: 03/01/23