



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, January 12, 2022

COMMITTEE MEETING NOTICE

AD 08

PEREZ MONROY, Jorge, Agent
Restaurant Y Taqueria La Esperanza, LLC
1725 S 23RD St
Milwaukee, WI 53204

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

Tuesday, January 25, 2022 at 11:25 AM

Regarding: Your Class B Tavern License Application as agent for "Restaurant Y Taqueria La Esperanza, LLC" for "La Esperanza" at 2000 W MITCHELL 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/522275661>. If you wish to call in, please call [+1 \(872\) 240-3311](tel:+18722403311) and use Access Code: **522-275-661**

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 stasst5@milwaukee.gov

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

Date: 10/06/21
Officer: Xavier Benitez

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

Name of Premise: La Esperanza
Address: 2028 W. Mitchell St
Phone: 414 212-8535

Owner: Jorge Perez -Monroy
Owner address: 1725 S. 23rd St
City State Zip: Milwaukee WI 53204
Owner Phone: 414 249-7931
Owner email: joperez853@gmail.com

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

Preferred contact: by phone

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 7am-9pm 24 hours Y N
Mon: 7am-10pm
Tue: 7am-10pm
Wed: 7am-10pm
Thu: 7am-10pm
Fri: 7am-11pm
Sat: 7am-11pm

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

Alcohol: Yes No Class: #:
 Tobacco: Yes No #:
 Food: Yes No #: 295319
 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
8. Off-Street parking 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 appears 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: 2
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. Recorded Yes No
20. How long is footage stored for later viewing: 30 Days
21. Are there exterior cameras Yes No How many: 2
22. Are there interior cameras Yes No How many: 8
23. Do all employees know how to retrieve recorded digital images/footage? Yes No

24. Cameras located in parking lot Yes No How many 2

Interior Survey:

25. What is the planned capacity 50
26. What is the minimum number of employees That will be on premise 4
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. Is there a lockable area that separates employees from customers? Yes No
31. Are emergency and non-emergency numbers posted near the phone? Yes No
32. 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

33. How many security personnel are going to be employed: N/A
34. How ill they be deployed: Interior Exterior
35. What days will they be deployed MonTueWedThuFriSatSun
36. Will the security be managed by business or contracted
37. Will they be armed Yes No
38. What type of security measures to be used:
Wanding/metal detector
ID Scanner
Dress Code
Cover Charge
Age restriction
Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

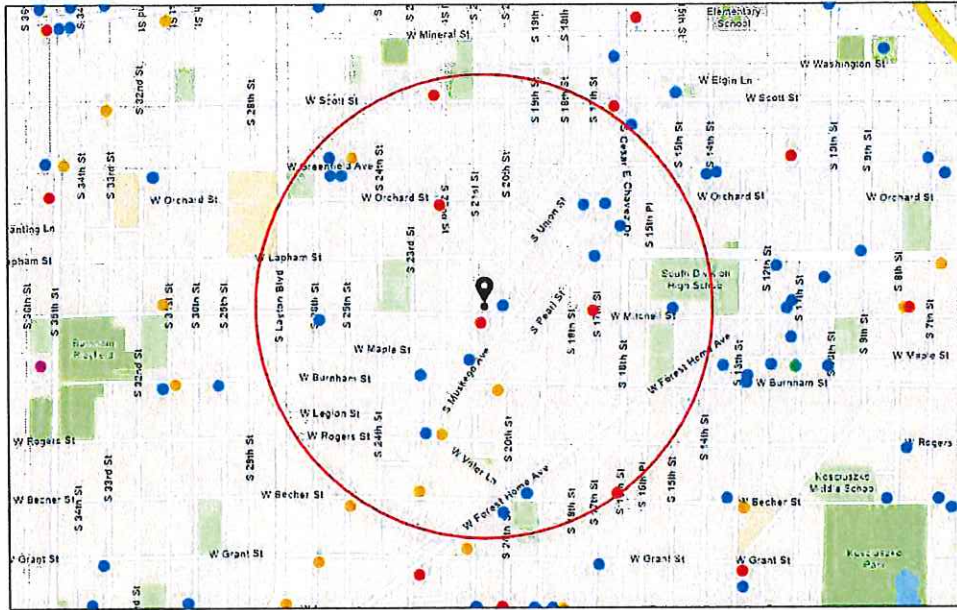
The location is open and a restaurant. The agent is looking for the tavern license to be able to sell alcoholic beverages with meals.

City of Milwaukee 2028 W Mitchell St

Area of Interest (AOI) Information

Area : 21,862,585.6 ft²

Aug 19 2021 12:11:40 Central Daylight Time



1:10,056

0 0.1 0.2 0.4 mi
0 0.17 0.35 0.7 km

City Limits

Alcohol Licenses
 ● Class A Intoxicating Liquor
 ● Class A Fermented Malt Beverage
 ● Class A Liquor and Malt
 ● Class B Fermented Malt Beverage
 ● Class B Tavern

Est. Community Maps Contributors, City of Milwaukee, WI Milwaukee

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	24		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Patricia Herrera de Castro, LLC	La Fondita	Felipe Castro Pena, Agt	2523 W GREENFIELD AV	Class B Tavern License		9/4/2021, 7:00 PM	1
2	CANTARITOS BAR, LLC	Passion Nightclub	FRANCISCO GOMEZ-ORTIZ, Agt	1566-1570 S MUSKEGO AV	Class B Tavern License	52	10/10/2021, 7:00 PM	1
3	La Hamaca Bar LLC	La Hamaca Bar	Luis Lopez-Gonzalez, Agt	1993 S MUSKEGO AV	Class B Tavern License		9/28/2021, 7:00 PM	1
4	Harjodh, Inc	Mi Pueblo	Harpreet S Chawla, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		10/23/2021, 7:00 PM	1
5	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	11/7/2021, 6:00 PM	1
6	Paul's Liquor LLC	Paul's Liquor	AGIAPAL SINGH, Agt	1600 W Becher ST	Class A Malt & Class A Liquor License		11/27/2021, 6:00 PM	1
7	EL Inferno LLC	EL Inferno	ANTONIO MARTINEZ, Agt	2000 W Mitchell ST	Class B Tavern License		11/24/2021, 6:00 PM	1
8	La Caleta LLC	La Caleta Restaurant & Bar	Monica Hernandez-Gaspar, Agt	1801 S Muskego AV	Class B Tavern License		11/27/2021, 6:00 PM	1
9	Mann Family, LLC	Orchard Food Mart	Jatinder K Mann, Agt	2201 W ORCHARD ST	Class A Malt & Class A Liquor License		12/15/2021, 6:00 PM	1
10	Forest Home Ave Chicken Palace LLC	Chicken Palace - Forest Home/ Chicken Palace Forest Home Food Truck	Rosa Isela Real Perez, Agt	1937 W Forest Home AV	Class B Tavern License	71	11/22/2021, 6:00 PM	1
11	ABC EMPIRE LLC	ABC Food and Liquor	Mohamad D Kattoum, Agt	1143 S 22nd ST	Class A Malt & Class A Liquor License		12/31/2021, 6:00 PM	1
12	TEDDY'S INCOME, INC	SHARI'S STILL	SHERYL L LARSON, Agt	1834 S 23RD ST	Class B Tavern License	49	1/20/2022, 6:00 PM	1
13	RICHARD'S GROCERY	RICHARD'S GROCERY	NADER A ASAD, SP	2438 W GREENFIELD AV	Class A Fermented Malt Beverage Retailer's License		3/3/2022, 6:00 PM	1
14	Gunny Food Mart Inc	Gunny Food Mart	MANPREET KAUR, Agt	2033 W Mitchell ST	Class A Malt & Class A Liquor License		2/26/2022, 6:00 PM	1
15	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	2/27/2022, 6:00 PM	1
16	VILLA'S RESTAURANT, LLC	Villas Restaurant	Blanca M Villa, Agt	2522 W Greenfield AV	Class B Tavern License		9/26/2021, 7:00 PM	1
17	SCHULIST TAP	SCHULIST TAP	DAVID SCHULIST, SP	2539 W MITCHELL ST	Class B Tavern License	49	3/22/2022, 7:00 PM	1

18	TAQUERIA MILAGROS LLC	El Patio Pub and Grill	Victor M Angeles Ramos, Agt	2501 W GREENFIELD AV	Class B Tavern License		3/21/2022, 7:00 PM	1
19	Starlite Beer & Food, Inc.	Starlite Food	GURMUKH SINGH, Agt	2013 W Burnham ST	Class A Fermented Malt Beverage Retailer's License		4/20/2022, 7:00 PM	1
20	Punjab Food LLC	J&C El Centenario Market	Rita M Bhatti, Agt	2082 S Muskego AV	Class A Fermented Malt Beverage Retailer's License		5/23/2022, 7:00 PM	1
21	LA ARRACHERA	LA ARRACHERA	MARINA VARA DE ARANA, SP	1988 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License		7/16/2022, 7:00 PM	1
22	Century Beverage Group LLC	Don Julio's	Maria J Ramirez, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License	80	10/22/2021, 7:00 PM	1
23	El Barril	El Barril	JOSE L TERRONES, SP	1586 S PEARL ST	Class B Tavern License	59	7/5/2022, 7:00 PM	1
24	PROMOCIONES MEXICAS LLC	EL GRAN TEOCALLI	PALOMA NAVA, Agt	2011 W FOREST HOME AV	Class B Tavern License	282	7/5/2022, 7:00 PM	1

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



Wednesday, January 12, 2022



Notice of Public Hearing

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PEREZ MONROY, Jorge
La Esperanza at 2028 W MITCHELL St.
Class B Tavern License Application

Tuesday, January 25, 2022 at 11:25 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 01/25/2022 at 10:25 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 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 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	1626 S 21ST ST	MILWAUKEE, WI 53204-2557
CURRENT OCCUPANT	1629 S 21ST ST	MILWAUKEE, WI 53204-2663
CURRENT OCCUPANT	1630 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1630A S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1631 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1632 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1635 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1636 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1638 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1639 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1640 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1640A S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1643 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1643A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1643B S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1644 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1646 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1647 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1647A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1648 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1650 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1650A S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1651 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1651A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1652 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1654 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1655 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1658 S 21ST ST	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1658 S 21ST ST, A	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1658 S 21ST ST, B	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1658 S 21ST ST, C	MILWAUKEE, WI 53204-2662
CURRENT OCCUPANT	1659 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1659A S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1673 S 20TH ST	MILWAUKEE, WI 53204-2664
CURRENT OCCUPANT	1704 S 21ST ST	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1704 S 21ST ST, 1	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1704 S 21ST ST, 2	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1719 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT OCCUPANT	1720 S 21ST ST	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1720A S 21ST ST	MILWAUKEE, WI 53204-3003
CURRENT OCCUPANT	1721 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT OCCUPANT	1721 S MUSKEGO AVE	MILWAUKEE, WI 53204-3161
CURRENT OCCUPANT	1721A S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT OCCUPANT	1723 S 21ST ST	MILWAUKEE, WI 53204-3004
CURRENT OCCUPANT	1739 S MUSKEGO AVE, 1	MILWAUKEE, WI 53204-3171
CURRENT OCCUPANT	1739 S MUSKEGO AVE, 2	MILWAUKEE, WI 53204-3171

CURRENT OCCUPANT	1739 S MUSKEGO AVE, 3	MILWAUKEE, WI 53204-3171
CURRENT OCCUPANT	1739 S MUSKEGO AVE, 4	MILWAUKEE, WI 53204-3171
CURRENT OCCUPANT	1739 S MUSKEGO AVE, 5	MILWAUKEE, WI 53204-3171
CURRENT OCCUPANT	1743 S MUSKEGO AVE	MILWAUKEE, WI 53204-3161
CURRENT OCCUPANT	1747 S MUSKEGO AVE	MILWAUKEE, WI 53204-3161
CURRENT OCCUPANT	1749 S MUSKEGO AVE	MILWAUKEE, WI 53204-3161
CURRENT OCCUPANT	2004 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2004 W MITCHELL ST, A	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2004 W MITCHELL ST, B	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2009 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2010 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2011 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2012 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2012A W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2012B W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2014 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2016 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2016A W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2018 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2020 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2021 W MITCHELL ST, A	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2021 W MITCHELL ST, B	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2023 W MITCHELL ST, 1	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2023 W MITCHELL ST, 2	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2023 W MITCHELL ST, 3	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2024 W MITCHELL ST	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2025A W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2028 W MITCHELL ST, A	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2028 W MITCHELL ST, B	MILWAUKEE, WI 53204-3017
CURRENT OCCUPANT	2029 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2029A W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2031 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2037 W MITCHELL ST	MILWAUKEE, WI 53204-3018
CURRENT OCCUPANT	2103 W MITCHELL ST, 1	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2103 W MITCHELL ST, 2	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2103 W MITCHELL ST, 3	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2113 W MITCHELL ST	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2113A W MITCHELL ST	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2117 W MITCHELL ST	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2117A W MITCHELL ST	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2119 W MITCHELL ST	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2120 W MITCHELL ST	MILWAUKEE, WI 53204-3019
CURRENT OCCUPANT	2121 W MITCHELL ST	MILWAUKEE, WI 53204-3020
CURRENT OCCUPANT	2122 W MITCHELL ST	MILWAUKEE, WI 53204-3019

Blank Notice

Total Records: 91

Radius: 250.0 feet and Center of Circle: 2028 W Mitchell St



Monday, December 13, 2021

Licenses Committee Notice of Hearing

AJ Group LLC
7941 S RIVER Ct
Franklin, WI 53132

The Licenses Committee will consider the following license application:

Class B Tavern License Application
PEREZ MONROY, Jorge, Agent
La Esperanza at 2028 W MITCHELL St

Date: 1/5/2022

Time: 09:25 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, November 30, 2021. 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 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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





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:

Restaurant + taco Establishment

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

2. Business Operations

- a. Proposed Opening Date: August 1 2019
- 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: Food dealer, Certificate of Occupancy
- 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: alcohol license
- 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: Base for food truck

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: 5 Locations: Dining Area, Kitchen, Stock Area, Bathrooms
Outside: 1 Locations: Back of Parking lot/Restaurant
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 4
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Sani Max

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 24 and describe the parking security plan: No Parking Security
- 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? 15 and list locations: Dining Room, Bathroom Hallway, Kitchen, office, Stock Room and Back room
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>60</u> %	Food <u>40</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>N/A</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</u> %		

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 dealer License

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

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

9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

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: 21st / Muskego

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: Aj Group LLC Phone Number: (414) 687-9500

Building Owner Address: 7941 S River Court Franklin WI 53132

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 a.m.	9 p.m.	30-40	15-60	none
Monday	7 a.m.	10 p.m.	20-30	15-60	none
Tuesday	7 a.m.	10 p.m.	20-30	15-60	none
Wednesday	7 a.m.	10 p.m.	20-30	15-60	none
Thursday	7 a.m.	10 p.m.	30-40	15-60	none
Friday	7 a.m.	11 p.m.	40-60	15-60	none
Saturday	7 a.m.	11 p.m.	40-60	15-60	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)

Jose P. [Signature]
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: <u>Restaurant Y Taqueria La Esperanza LLC</u>
Premise Address: <u>2028 W. Mitchell St Milwaukee WI 53204</u>
Proximity of Premises to Church, School, Daycare Center or Hospital
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> Yes
"Service Bar Only" Designation
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
Property Information (New & Transfer Applicants Only)
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>AD Group LLC</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business \$ <u>0</u>
e) Total amount paid for goodwill of the business \$ <u>0</u>
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? <input type="checkbox"/> No <input type="checkbox"/> Yes
Lease Information (New & Transfer Applicants who are leasing the premises only)
a) Date lease begins <u>2019</u> Ends <u>2022</u>
b) Monthly rental \$ <u>2500</u>
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
e) For what length of time have you been guaranteed occupancy (number of years)? <u>1</u>

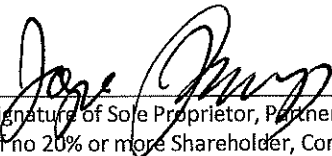
Lease Information (Continued)

- 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

Appelizers

Breakfast

- CHORRIQUESO** \$8.50
CHORIZO AND CHEESE DIP WITH CHIPS
- SINCRONIZADAS** \$8.25
HAM AND CHEESE QUESADILLAS
- CHICKEN WINGS 8PC** \$9.50
BREADED CHICKEN WINGS, FRIED THEN TOSSED IN YOUR CHOICE OF SAUCE (BUFFALO, BBQ, HOT, XX HOT)
- ESPERANZA APP** \$10.95
MOZZARELLA STICKS, ONION RINGS, CHICKEN TENDERS, QUESADILLAS
- GUACAMOLE AND CHIPS** \$6.95
EXTRA BASKET ADD \$1.50

TRADITIONAL BREAKFAST

- SERVED WITH BEANS AND RICE
- HUEVOS CON CHORIZO** \$8.99
SCRAMBLED EGGS WITH MEXICAN SAUSAGE
 - HUEVOS RANCHEROS REGULAR** \$8.50
EGGS OVER EASY AND RANCHERA SALSA
 - HUEVOS RANCHEROS W/MEAT** \$13.50
WITH MEAT, EGGS OVER EASY AND RANCHERA SALSA
 - HUEVOS A LA MEXICANA** \$8.95
EGGS WITH ONIONS, TOMATOES AND JALAPEÑOS
 - CHILAQUILES REGULAR** \$10.25
TORTILLA CHIPS SAUTEED WITH YOUR CHOICE OF A RED OR GREEN SAUCE AND CHEESE AND TOPPED WITH ANY STYLE EGG.
 - CHILAQUILES W/MEAT** \$15.25
- ### EGGS
- SERVED ANY STYLE WITH HASBROWNS AND TOAST
- ESPERANZAS SPECIAL** \$9.50
THREE EGGS WITH BACON OR SAUSAGE
 - TWO EGGS, ANY STYLE** \$8.25
SERVED WITH BACON OR SAUSAGE
 - ARRACHERA BREAKFAST** \$13.95
SERVED WITH TWO EGGS

OMELETTES

- SERVED W/HASHBROWNS AND TOAST. DR ADD \$1 IF YOU PREFER PANCAKES
- THE CLASSIC** \$8.50
HAM & CHEESE
 - DENVER OMELETTE** \$9.50
HAM, ONIONS, GREEN PEPPERS, AMERICAN CHEESE
 - VEGETARIAN OMELETTE** \$9.25
ONIONS, GREEN PEPPERS, TOMATOES, MUSHROOMS, AMERICAN CHEESE
 - SPANISH OMELETTE** \$9.25
JALAPEÑO, TOMATOES, ONIONS & AMERICAN CHEESE
 - TEXMEX OMELETTE** \$10.95
CHORIZO, ONIONS, AMERICAN CHEESE
 - WESTERN OMELETTE** \$10.95
HAM, GREEN PEPPERS, ONIONS, TOMATOES, MUSHROOMS AND AMERICAN CHEESE
 - AZTECA OMELETTE** \$10.25
NOPALES, ONIONS, TOMATOES AND QUESO FRESCO
 - MEAT LOVERS OMELETTE** \$12.95
BACON, SAUCE, HAM, AMERICAN CHEESE
 - HAWAIIAN OMELETTE** \$10.99
HAM, PINEAPPLE, SUISO CHEESE
 - SPINACH OMELETTE** \$10.25
SPINACH AND FETA CHEESE
 - GYRO OMELETTE** \$10.25
ONION, TOMATO AND FETA CHEESE
 - STEAK OR CHICKEN OMELETTE** \$11.99
EGG, ONION, & TOMATO
- ### SKILLETS
- TOAST, 2 EGGS ANY STYLE
- BACON SKILLET** \$10.25
BACON, HASH BROWNS, AMERICAN CHEESE
 - MEXICAN SKILLET** \$10.25
CHORIZO, HASH BROWNS, QUESO FRESCO, JALAPEÑOS TOMATO AND ONION
 - PASTOR SKILLET** \$10.25
JALAPEÑO, HASH BROWNS, AMERICAN CHEESE, TOMATO & ONIONS
 - ASADA OR CHICKEN SKILLET** \$11.99
HASH BROWNS, AMERICAN CHEESE, ONIONS AND TOMATO

ADD BACON, SAUSAGE LINKS OR HAM OR FRUIT \$2.50 EACH

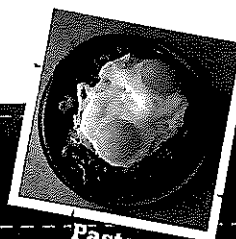
PANCAKES

- BUTTERMILK PANCAKES (3)** \$6.50
- SHORT STACK (2)** \$5.99
- FRUIT PANCAKES (3)** \$7.99
CHOICE OF BLUEBERRY OR STRAWBERRY
- 2+2+2** \$8.95
2 EGGS, 2 BACON OR 2 SAUSAGE LINKS
- CARAMEL APPLE PANCAKES (2)** \$7.99
- PECAN PANCAKES (2)** \$7.99
- CHOCOLATE CHIP PANCAKES (2)** \$7.99

FRENCH TOAST

- FRENCH TOAST** \$6.99
- FRUIT FRENCH TOAST** \$7.99
CHOICE OF BLUEBERRY, STRAWBERRY OR BANANA
- FRENCH TOAST N' EGGS** \$8.99
FRENCH TOAST SERVED WITH ANY STYLE EGGS
- STUFFED FRENCH TOAST** \$9.25
FRENCH TOAST STUFFED WITH STRAWBERRY CREAM CHEESE

PLEASE READ
Consuming raw or under cooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.



Pastor Skillet



Chilaquiles Refres



Two Eggs Special