



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

Tuesday, April 14, 2026

COMMITTEE MEETING NOTICE

AD 13

TANI, Luisjano, Agent
PRIME LINE MOTORS LLC
4828 S 13TH ST #B3
MILWAUKEE, WI 53221

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

Tuesday, April 28, 2026 at 10:35 AM

The access code is <https://meet.goto.com/979258013>. Please see the enclosed best practices document for further instructions.

Regarding: Your Secondhand Motor Vehicle Dealer's License Application as agent for "PRIME LINE MOTORS LLC" for "PRIME LINE MOTORS" at 4828 S 13TH St #B3.



There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the granting of such a license due to the creation of undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which will have an adverse impact on the public health, safety and welfare of the community. Additionally, the over concentration of secondhand motor vehicle dealers in the neighborhood such that the concentration will have an adverse impact on the public health, safety and welfare of the neighborhood. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

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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4973 S 22ND PL
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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



Tuesday, April 14, 2026



Notice of Public Hearing

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TANI, Luisjano, Agent
Prime Line Motors at 4828 S 13TH St #B3
Secondhand Motor Vehicle Dealer's License Application

Tuesday, April 28, 2026 at 10:35 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 4/28/2026 at 10:35 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1303 W BARNARD AVE# 1	MILWAUKEE, WI 53221-2814
CURRENT OCCUPANT	1303 W BARNARD AVE# 2	MILWAUKEE, WI 53221-2814
CURRENT OCCUPANT	1303 W BARNARD AVE# 3	MILWAUKEE, WI 53221-2814
CURRENT OCCUPANT	1303 W BARNARD AVE# 4	MILWAUKEE, WI 53221-2814
CURRENT OCCUPANT	4812 S 14TH ST	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4813 S 13TH ST	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4814 S 14TH ST	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4815 S 13TH ST	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4818 S 14TH ST	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4819 S 13TH ST	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4820 S 14TH ST	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4821 S 13TH ST	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4826 S 14TH ST	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4827 S 13TH ST	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4828 S 14TH ST	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4829 S 13TH ST	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4832 S 14TH ST# 5	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4832 S 14TH ST# 6	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4835 S 13TH ST# 5	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4835 S 13TH ST# 6	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4838 S 14TH ST# 1	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4838 S 14TH ST# 2	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4838 S 14TH ST# 3	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4838 S 14TH ST# 4	MILWAUKEE, WI 53221-2827
CURRENT OCCUPANT	4843 S 13TH ST# 1	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4843 S 13TH ST# 2	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4843 S 13TH ST# 3	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4843 S 13TH ST# 4	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4849 S 13TH ST# 1	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4849 S 13TH ST# 2	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4849 S 13TH ST# 3	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4849 S 13TH ST# 4	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4857 S 13TH ST# 5	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4857 S 13TH ST# 6	MILWAUKEE, WI 53221-2434
CURRENT OCCUPANT	4858 S 13TH ST	MILWAUKEE, WI 53221-2435
CURRENT OCCUPANT	4858A S 13TH ST	MILWAUKEE, WI 53221-2435
CURRENT OCCUPANT	4858B S 13TH ST	MILWAUKEE, WI 53221-2435
CURRENT OCCUPANT	4883 S 13TH ST	MILWAUKEE, WI 53221-2434

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Total Records: 38

Radius 250 feet and Center of the Circle: 4828 S 13th 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

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:

Heavy vehicle sales.

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

2. Business Operations

- a. Proposed Opening Date: 3/1/2026.
- 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: Heavy vehicle sales

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: Large open unoccupied area.
- b. Number of Garbage Cans: Inside: 4 Locations: office, restrooms, lunch/break area.
Outside: 3 Locations: Back of Building, Front of Building
- 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? 50 and describe the parking security plan: Open parking
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have licensed security on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Describe equipment used _____
 List their License Number (s) _____
- d. Will there be security cameras? No Yes If yes, how many? _____ and list locations: _____
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

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

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
 Electronic Vape Products
- Secondhand Dealer Precious Metal & Gem Other: _____

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: Unit B-3.
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: Layton Avenue
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Grep School Phone Number: 414-483-4444.
 Building Owner Address: 5311 S. 9th 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	<u>closed.</u>		<u>0</u>	<u>N/A</u>	
Monday	<u>9:00 am</u>	<u>11:00 am</u>	<u>10</u>	<u>20-45</u>	
Tuesday	<u>9:00 am</u>	<u>11:00 am</u>	<u>10</u>	<u>20-45</u>	
Wednesday	<u>9:00 am</u>	<u>11:00 am</u>	<u>10</u>	<u>20-45</u>	
Thursday	<u>9:00 am</u>	<u>11:00 am</u>	<u>10</u>	<u>20-45</u>	
Friday	<u>9:00 am</u>	<u>11:00 am.</u>	<u>10</u>	<u>20-45</u>	
Saturday	<u>closed.</u>		<u>0</u>	<u>N/A</u>	

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)

Luisjano Tori
 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.



SECONDHAND MOTOR VEHICLE DEALER LICENSE
SUPPLEMENTAL PLAN OF OPERATION

ccl-ucarplan 7/16/18

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

Legal Entity Name: PRIME LINE MOTORS
Premises Address: 4828 S 13th st Milwaukee, WI 53221. UNIT B-3

SECTION 1 LICENSE TYPE
What type of license are you applying for? (check one) [X]Retail []Wholesale

SECTION 2
Will you also be dealing in secondhand vehicle parts? []Yes [X]No
If wholesale, is the premises address a residential (home) address? []Yes []No
If yes, you must obtain a Home Occupational Statement from the Department of Neighborhood Services (414) 286-3874.
No vehicles can be parked and no customers are allowed at the premises.
The following questions in Section 2 do not apply to wholesale from a residential address. Go to Section 3.

Number of parking spaces available to customers/employees 2
Number of parking spaces that will be used for display/storage of Secondhand Motor Vehicles 2

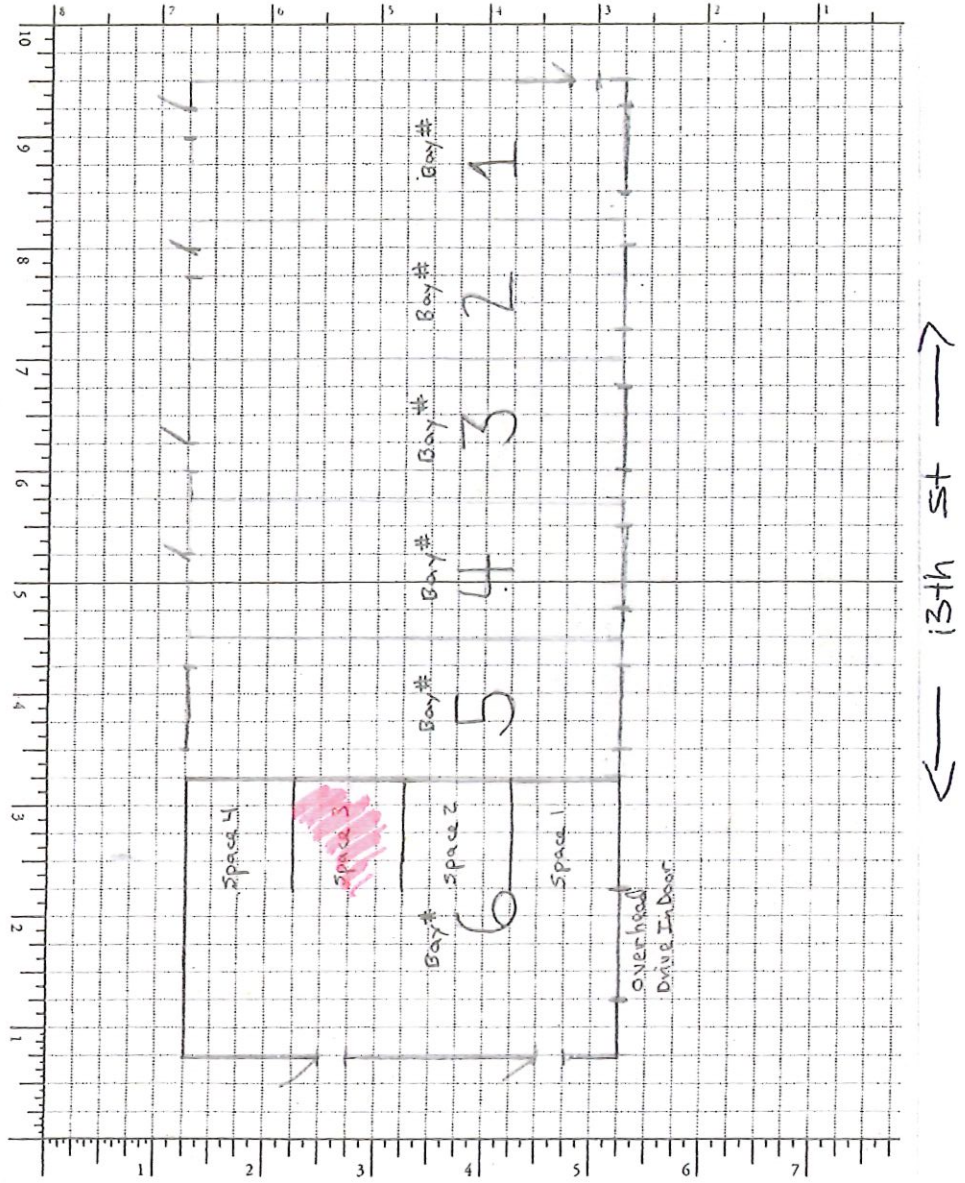
Do you understand that all vehicles associated with the business must be stored on the licensed premise? [X]Yes []No
What are your plans to ensure this requirement is met (check all that apply)? [] Employee Training
[X] Supervisor Monitoring [] Fenced Lot [] Keys Kept in Locked Box [] Other:

Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise? [X]Yes []No
What are your plans to ensure this requirement is met (check all that apply)? [] Employee Training
[X] Supervisor Monitoring [] Designated Repair Area [] Other:

Do you understand all keys to used motor vehicles offered for sale must be kept in a secure lockbox inside the dealership building at all times when the dealership is not open for business? [X]Yes []No
What are your plans to ensure this requirement is met (check all that apply)? [] Employee Training
[X] Supervisor Monitoring [] Other:

SECTION 3 DISCLOSURE
Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked? [X] No [] Yes
If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

SECTION 4 SIGNATURES
Luisiano Tam
Sole Proprietor, Partner, or 20% or more Shareholder
Additional partner or 20% or more shareholder
(If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)



← 13th St →

N ↓

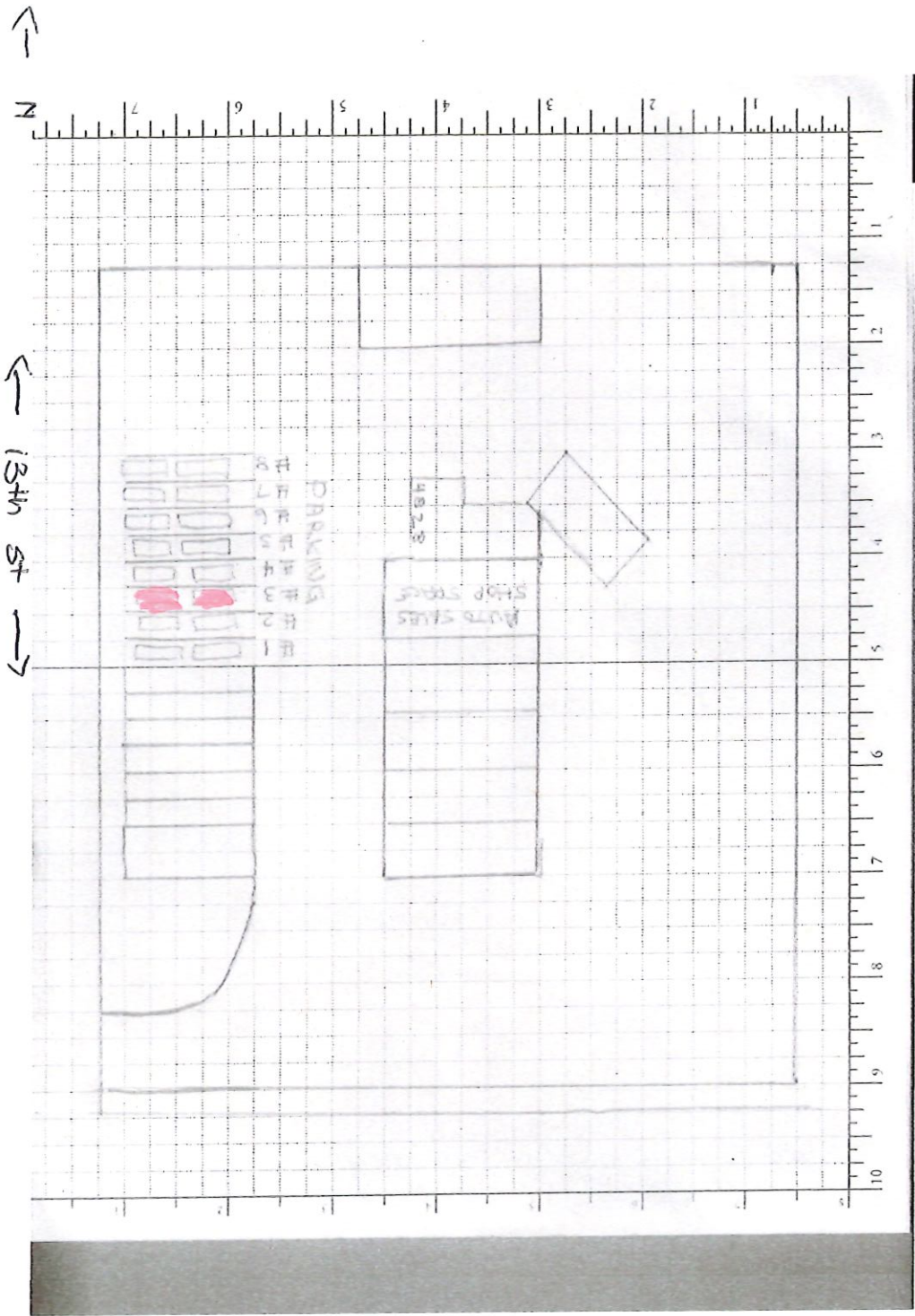
LEGAL ENTITY NAME: PRIME LINE MOTORS LLC

TRADE NAME: PRIME LINE MOTORS

STREET ADDRESS: 4828 S 13TH ST MILWAUKEE, WI 53221

UNIT NUMBER: UNIT B-3

DATE OF SUBMISSION: 02/16/2026



LEGAL ENTITY NAME: PRIME LINE MOTORS LLC

TRADE NAME: PRIME LINE MOTORS

STREET ADDRESS: 4828 S 13TH ST MILWAUKEE, WI 53221

UNIT NUMBER: UNIT B-3

DATE OF SUBMISSION: 02/16/2026

