



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, October 07, 2021

COMMITTEE MEETING NOTICE

AD 12

VARELA-CABALLERO, Jair A, Agent  
BETO'S PIZZA LLC  
2110 S 7TH St  
Milwaukee, WI 53215

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

**Tuesday, October 19, 2021 at 10:35 AM**

**Regarding:** Your Class B Tavern, Food Dealer and Public Entertainment Premises License Transfer Applications with Change of Hours From Closing Sun-Sat at 11:59 PM To Closing Sun-Thus at 2:00 AM and Fri-Sat at 2:30 AM as agent for "BETO'S PIZZA LLC" for "Beto's Pizza LLC" at 1234 S CESAR E CHAVEZ DR

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/636199461>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 636-199-461.

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](mailto:stasst5@milwaukee.gov)



Wednesday, October 6, 2021



# Notice of Public Hearing

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Notice

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VARELA-CABALLERO, Jair A

Beto's Pizza LLC at 1234 S CESAR E CHAVEZ DR

Class B Tavern, Food Dealer and Public Entertainment Premises License Transfer Application  
with Change of Hours Sun-Thu From 10:00 AM To 2:00 AM and Fri-Sat From 10:00 AM To 2:30  
AM.

**Tuesday, October 19, 2021 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 virtually on 10/19/2021 at 10:35 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 ADDF CITY STATE ZIP

CURRENT C 1204 S CES MILWAUKEE, WI 53204-2267  
CURRENT C 1204A S CE MILWAUKEE, WI 53204-2267  
CURRENT C 1206 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1206A S 15 MILWAUKEE, WI 53204-2258  
CURRENT C 1208 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1208A S 15 MILWAUKEE, WI 53204-2258  
CURRENT C 1209 S 15T MILWAUKEE, WI 53204-2259  
CURRENT C 1211 S 15T MILWAUKEE, WI 53204-2259  
CURRENT C 1214 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1214 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1215 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1215A S CE MILWAUKEE, WI 53204-2268  
CURRENT C 1217 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1218 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1218 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1218A S 17 MILWAUKEE, WI 53204-2014  
CURRENT C 1221 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1222 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1222A S 17 MILWAUKEE, WI 53204-2014  
CURRENT C 1222B S 17 MILWAUKEE, WI 53204-2014  
CURRENT C 1223 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1226 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1226 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1227 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1228 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1229 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1230 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1230 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1230 S CES MILWAUKEE, WI 53204-2267  
CURRENT C 1230A S 17 MILWAUKEE, WI 53204-2014  
CURRENT C 1232 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1232 S CES MILWAUKEE, WI 53204-2267  
CURRENT C 1234 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1234A S 17 MILWAUKEE, WI 53204-2014  
CURRENT C 1235 S CES MILWAUKEE, WI 53204-2268  
CURRENT C 1235B S CE MILWAUKEE, WI 53204-2268  
CURRENT C 1236 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1238 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1238 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1238A S 15 MILWAUKEE, WI 53204-2258  
CURRENT C 1238B S 15 MILWAUKEE, WI 53204-2258  
CURRENT C 1239 S 15T MILWAUKEE, WI 53204-2259  
CURRENT C 1239 S CES MILWAUKEE, WI 53204-2268

CURRENT C 1239A S 15 MILWAUKEE, WI 53204-2259  
CURRENT C 1240 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1242 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1242 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1242A S 15 MILWAUKEE, WI 53204-2258  
CURRENT C 1243 S 15T MILWAUKEE, WI 53204-2259  
CURRENT C 1243A S 15 MILWAUKEE, WI 53204-2259  
CURRENT C 1246 S 15T MILWAUKEE, WI 53204-2258  
CURRENT C 1246 S 17T MILWAUKEE, WI 53204-2014  
CURRENT C 1246A S 17 MILWAUKEE, WI 53204-2014  
CURRENT C 1247 S 15T MILWAUKEE, WI 53204-2259  
CURRENT C 1247 S 15T MILWAUKEE, WI 53204-2259  
CURRENT C 1300 S 15T MILWAUKEE, WI 53204-2707  
CURRENT C 1300 S 17T MILWAUKEE, WI 53204-2016  
CURRENT C 1302 S 15T MILWAUKEE, WI 53204-2707  
CURRENT C 1304 S 15T MILWAUKEE, WI 53204-2707  
CURRENT C 1304 S 17T MILWAUKEE, WI 53204-2016  
CURRENT C 1304 S CES MILWAUKEE, WI 53204-2711  
CURRENT C 1306 S 17T MILWAUKEE, WI 53204-2016  
CURRENT C 1307 S 15T MILWAUKEE, WI 53204-2708  
CURRENT C 1308 S 15T MILWAUKEE, WI 53204-2707  
CURRENT C 1310 S CES MILWAUKEE, WI 53204-2711  
CURRENT C 1311 S 15T MILWAUKEE, WI 53204-2708  
CURRENT C 1311A S 15 MILWAUKEE, WI 53204-2708  
CURRENT C 1312 S CES MILWAUKEE, WI 53204-2711  
CURRENT C 1312A S CE MILWAUKEE, WI 53204-2711  
CURRENT C 1312B S CE MILWAUKEE, WI 53204-2711  
CURRENT C 1315 S 15T MILWAUKEE, WI 53204-2708  
CURRENT C 1319 S 15T MILWAUKEE, WI 53204-2708  
CURRENT C 1557 W SC MILWAUKEE, WI 53204-2274  
CURRENT C 1557A W S MILWAUKEE, WI 53204-2274  
CURRENT C 1565 W SC MILWAUKEE, WI 53204-2274

Total Records: 78

Radius: 250.0 feet and Center of Circle: 1234 S Cesar E Chavez Dr



# PERMANENT CHANGE TO BUSINESS PLAN OF OPERATION APPLICATION

OFFICE OF THE CITY CLERK LICENSE DIVISION  
 200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
 (414) 286-2238 EMAIL: [LICENSE@MILWAUKEE.GOV](mailto:LICENSE@MILWAUKEE.GOV)

Check/List All License Type(s):  Alcohol Beverage  Food  Other(s): PEP

Legal Entity Name (Sole Proprietor, Partnership, Corporation or LLC): Beto's Pizza LLC

Agent's Name (Corp/LLC): Jair A. Varela - Caballero

Trade Name: Beto's Pizza LLC

Business Address (include city/state/zip code): 1234 S Cesar E Chavez Dr Aldermanic District: 12

### REQUEST TO CHANGE HOURS OF OPERATION AS FOLLOWS:

Day of the Week	Current Hours of Operation:		Proposed Hours of Operation:		Number of Customers expected each day	Class B Taverns: Age Restriction for each day (if over 21) (This is optional) If none, write "none"
	Open	Close	Open	Close		
Sunday	10 am	11:54 pm	10 am	2 am		
Monday	10 am	}	}	}		
Tuesday	10 am					
Wednesday	10 am					
Thursday	10 am					
Friday	10 am				10:00 am	2:30 am
Saturday	10 am	10 am	2:30 am			

Prohibited Hours of Operation: Class A: 9:00 PM to 8:00 AM  
 Class B/C: Monday thru Friday 2:00 AM – 6:00 AM; Class B/C: Saturday thru Sunday 2:30 AM – 6:00 AM  
 Food: 12:00 AM to 5:00 AM (unless an Extended Hours license is also held)

### REQUEST TO CHANGE FLOOR PLAN AS FOLLOWS: NO

New floor plan(s) must be submitted with this application.  
 (See next page for detailed floor plan instructions.)

\*\* Alcohol/Food Establishments:  
 A Permanent Extension of Premises Application is required if you are adding any square footage to the licensed premises. Do not submit this form.

Office Use Only:  
 Filed 8/24/21 Initials (initials) App#s BTAVN 328570 FOOD 328571 PEP 328572  
 MPD \_\_\_\_\_ LC \_\_\_\_\_ CC \_\_\_\_\_ License #s \_\_\_\_\_

**REQUEST TO CHANGE BUSINESS OPERATIONS AS FOLLOWS:**

Current business operations: alcohol & food & public entertainment.

Proposed change(s) to the business operations: permanent change of hours  
alcohol & public entertainment

Besides the changes requested above, there are no further changes. The current plan of operation (including floor plan) will be followed. I understand any changes to the plan of operation (including floor plan) need to be requested and approved before implementing.

Jair A. Varela Caballero  
Print Name of Individual, Partner, or Agent of Corp/LLC

Jair Varela  
Signature of Individual, Partner, or Agent of Corp/LLC