



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

Wednesday, March 26, 2025

**COMMITTEE MEETING NOTICE**

AD 08

SANTOS LEON, Francisco, Agent  
TAQUERIA EL RODEO, LLC  
3059 S 12TH ST  
Milwaukee, WI 53215

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 08, 2025 at 03:00 PM**

The access code is <https://meet.goto.com/902734029>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Jukebox, 3 Amusement Machines and Mariachis as agent for "Taqueria El Rodeo, LLC" for "Taqueria EL Rodeo" at 3535 W GREENFIELD Av.

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

License Type: Class B Tavern and Public Entertainment Premises

Applicant: Francisco Santos Leon, Agt. TAQUERIA EL RODEO, LLC

Business Name: Taqueria El Rodeo

Premises Address: 3535 W Greenfield Ave

REDACTED  
BY KC

To the City of Milwaukee,

First and foremost, I would like to take this time to thank you for always being diligent in sending permit letter request notifications. Which allows us impacted residential neighbors the opportunity to have a voice in our community.

I understand that in this day and age businesses are looking for ways to maximize on expanding their businesses. In order to do so, businesses strategically look for ways to add additional services to help increase revenues. However, maximizing revenue should not come at a cost to disrupt the safety of our community.

In September of 1999, when we were seeking to purchase our forever home we passed on a lot of great opportunities of bigger homes with yards, garage and access to local restaurants and stores at a lower cost. We opted to continue to seek as what we were looking for was a community that would not be impacted by major chain stores, restaurants, and more importantly establishments that would stay open late serving alcohol such as restaurants and bars. I wanted to make sure that I looked at all the pro's and con's of purchasing a home based on location and the safety of my family.

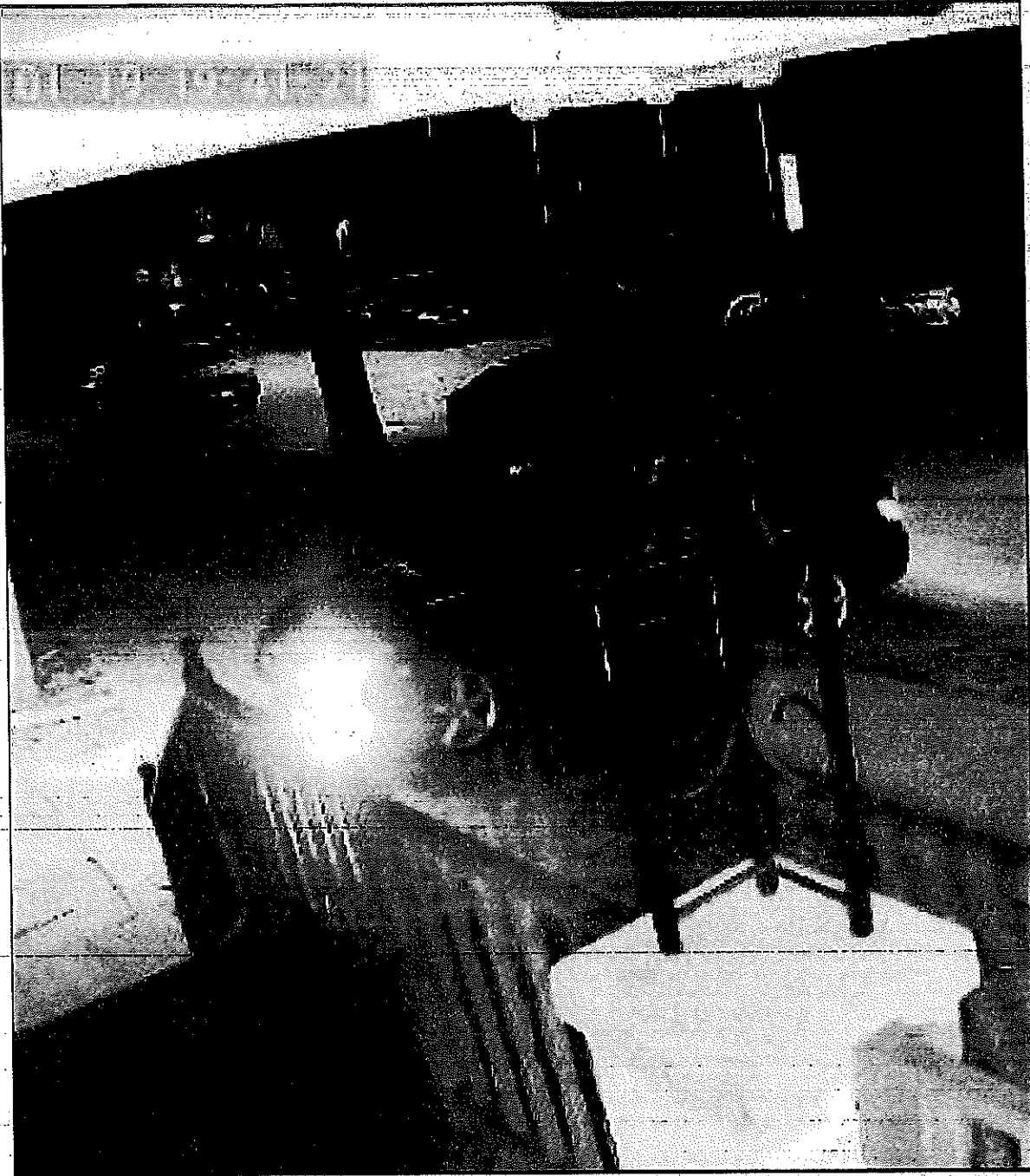
Since the restaurant, Taqueria Rodeo opened, I have had many negative encounters with their consumers. Because the area is small and it doesn't have designated parking for such business, the customers take it upon themselves to park in my driveway. Others, block the entry way to my drive way. Having to go outside to request that they move their car comes at a cost of possible retaliation to me and/or my family, feeling unsafe is an understatement.

At this time Taqueria Rodeo does not serve alcohol during their hours of operation, Monday thru Sunday from 10 am – 10 pm. Despite the stressful negative impact it has caused with the consumers, my family and I implore you to please take the community into consideration in denying the alcohol and entertainment permit. Alcohol never brings anything positive, and allowing entertainment indicates that the business will stay open longer in such a family oriented community. Individual's become intoxicated, violent, loud, and obnoxious which is a safety concern for many of us.

Regards,



# Add tag





Crime Prevention Through Environmental Design

CPTED

Date: 02/03/2025

Officer: Felix

**Business:**

Name: Taqueria El Rodeo

Location: 3535 W. Greenfield AVE.

Phone ☐ N/A: 414509-8043

**Agent:**

Name: Francsico Santos Leon

Address: 3059 S. 12th Street

Phone: 414-241-5380

City: Milwaukee

State: WI ZIP: 53215

Email: Francsicosantosleon@lcloud.com

**Owner of Business:** ☒ Yes ☐ No (Add Info if not agent) \_\_\_\_\_

Phone: \_\_\_\_\_

**Preferred Contact(s):** ☒ Agent ☒ Owner ☐ Other \_\_\_\_\_

**Type of business:** ☒ Tavern/Bar ☒ Restaurant ☐ Convenience ☐ Other \_\_\_\_\_

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street) ☐ Yes

**Property is under construction or remodel:** ☐ Survey was done by agent explaining plans. (Some items are not functional at time of survey).

**Exterior Survey:**

Are the address numbers prominently displayed and easy to see? ☒ Yes ☐ No

Is the area around the location clean? ☒ Yes ☐ No

The area is a business district ☐ or/and ☒ mix use (residential)?

Other businesses attached to the same building ☐ Yes ☒ No

Are windows free of signage? ☒ Yes ☐ No

Can the interior clearly be seen from outside? ☒ Yes ☐ No

Is there exterior lighting? ☒ Yes ☐ No.

Is lighting adequate? ☒ Yes ☐ No

Are there "No Loitering" Signs posted? ☐ Yes ☒ No

**Parking:**

Adequate City Street parking

☒ Yes ☐ No

Will valet service be used any time during business hours?

☐ Yes ☒ No

Is there a parking lot? (If no, skip other items in parking section)

☐ Yes ☒ No

Is lot clean?

☐ Yes ☐ No

Is the lot well illuminated?

☐ Yes ☐ No

Is there a security guard or perimeter control?

☐ Yes ☐ No

Are there Cameras?

☐ Yes ☐ No**Other resources or businesses within the area?** (If yes, how many)☐ Park ☐ School ☐ Youth Center or Day care ☐ Community Outreach ☐ Church ☐ Medical☒ Residential

Convenience Store/ Supermarket:

☒ Yes ☐ No 2

Restaurant:

☒ Yes ☐ No 1

Gas station(s):

☐ Yes ☒ No \_\_\_\_\_

Tabaco/ Vape Store:

☐ Yes ☒ No \_\_\_\_\_

Liquor store(s):

☐ Yes ☒ No \_\_\_\_\_

Tavern(s):

☒ Yes ☐ No 1Other(s): Salon☒ Yes**Security:** (If no security check and skip to next)

Will there be security

☐ Yes ☒ No Armed? ☐ Yes ☐ No

Employed by:

☐ business ☐ contracted company

Security will monitor:

☐ Interior ☐ Exterior

Security Hours (Add to narrative along with number and how they will be deployed)

**Cameras:**Plans to have a camera system but not installed or operating: ☐ Yes

(If yes, answer next question and skip additional camera section add info to narrative)

Are cameras required by city ordinance at this business?

☐ Yes ☒ No

(If no, and there is no system skip to next section)

Are there working cameras at the business

☒ Yes ☐ No

How many working?

Interior 8 Exterior 11

Is there a camera facing and entrance / exit?

☒ Yes ☐ No

Is a camera facing the register?

☒ Yes ☐ No

Is the data saved on:

☒ local hard drive ☐ Cloud / off site service

How long is footage saved?

30 DAYS

Is on site camera hard drive in a secured area?

☒ Yes ☐ No ☐ N/AWho has access to security footage? ☒ Owner ☐ Manager ☐ Employee(s) ☐ Security/Service

**Bar/ Tavern / night club/ Restaurant** ☐ N/A (Skip to next section)

☐ Age Restriction ☐ ID Scanner ☐ Dress Code ☐ Metal Detector ☐ Physical search

Planned capacity: # 48

**Interior:**

Is the interior clean and neat? ☒ Yes ☐ No

Can employees see out of the business to the exterior? ☒ Yes ☐ No

What is the minimum number of employees during hours of operation? 4

Is there an area employees can secure themselves? ☒ Yes ☐ No

Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ NO

Does the store sell? ☒ N/A (Skip to next section)

Single chore boy: ☐ Yes ☐ No

Blunt wraps: ☐ Yes ☐ No

Scale/Grinders: ☐ Yes ☐ No

Items that may be used as crack pipes: ☐ Yes ☐ No

Describe items \_\_\_\_\_

Overabundance of sandwich baggies: ☐ Yes ☐ No

Does the owner/agent understand that these items are often used for drug use?  
☐ Yes ☐ No

Do the products in the store appear to be new and rotated often?  
☐ Yes ☐ No

**Current License(s):** (Held at location by agent or Business)

Alcohol #: \_\_\_\_\_ ☐ Yes ☐ No Class: ☐ A ☐ B ☐ B-Manager ☐ D-Oper

Extended Hours #: \_\_\_\_\_ ☐ Yes ☐ No

Filling #: \_\_\_\_\_ ☐ Yes ☐ No

Food #: 0021701 0001615 ☒ Yes ☐ No Type: ☒ Restaurant ☒ PED ☐ Retail

Hotel/Motel#: \_\_\_\_\_ ☐ Yes ☐ No

Tobacco #: \_\_\_\_\_ ☐ Yes ☐ No

Secondhand Dealer #: \_\_\_\_\_ ☐ Yes ☐ No Type: ☐ Pawn ☐ Vehicle

Parking lot #: \_\_\_\_\_ ☐ Yes ☐ No

Pub-Enter-Pre# \_\_\_\_\_ ☐ Yes ☐ No Type: \_\_\_\_\_

Other #: \_\_\_\_\_ ☐ Yes ☐ No Type: \_\_\_\_\_

**Plan of Operation:**

Currently Open: ☒ Yes ☐ No – Projected open date: Click or tap to enter a date.

Hours: ☐ 24HRS ☒ Hours are the same every day (Enter time once)

Sun: 08 : 00 AM - 12 : 00 AM ☐ Closed

Mon: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Tue: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Wed: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Thu: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Fri: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Sat: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_ ☐ Closed

Complete this section if alcohol establishment is a convenience store: ☒ N/A (Skip to

Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer **cannot** enter it directly from the outside.

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

\*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☐ No

\*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees? ☐ Yes ☐ No

- Maintain any of the following at the property?

\*A safe that was in use at the convenience food store on August 17, 1994?

☐ Yes ☐ No

\* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

☒ Yes ☐ No

\* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☐ No

\* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions: ☐ Yes ☐ No

*(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).*

### Comments/ Recommendations:

This business is an established restaurant, and the agent has applied for a liquor license. There are multiple working interior and exterior cameras installed at the property with plans to add more. The main function is to operate as a restaurant. The business is open to all ages, and ID checks implemented when a customer orders alcohol. There are no security guard working at any hour during times of operation. The agent was advised to post the emergency and non police numbers near the business phone.

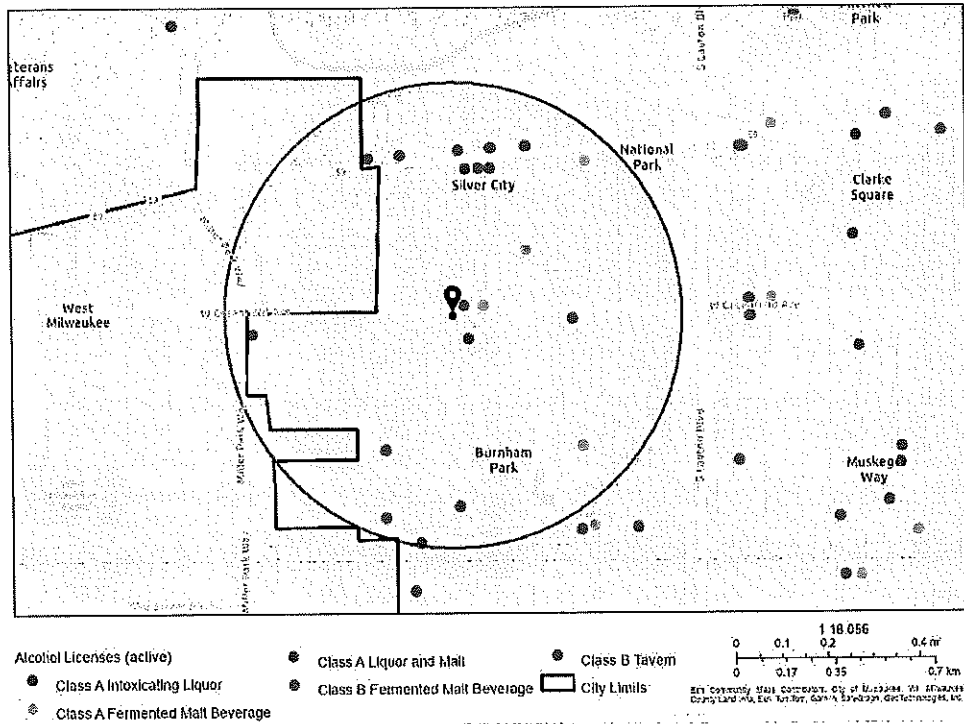


# City Concentration Map 3535 W GREENFIELD AVE

## Area of Interest (AOI) Information

Area : 21,862,585.81 ft<sup>2</sup>

Jan 7 2025 16:03:32 Central Standard Time



3535 W GREENFIELD AVE

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	21		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	TERRY SRA, LLC	Harbin Food & Beer	HARVENDER SINGH, Agt	3100 W MITCHELL ST	Class A Fermented Malt Beverage Retailer's License		1/19/2025, 6:00 PM	1
2	EL REY PLAZA, INC	EL REY PLAZA SUPERMARKET	Eric J Hyland, Agt	3524 W BURNHAM ST	Class A Retailer's Intoxicating Liquor License		3/3/2025, 6:00 PM	1
3	MKE SUPPERCLUB LLC	Jackson Grill	Andrew C Radjenovich, Agt	3736 W Mitchell ST	Class B Tavern License		3/4/2025, 6:00 PM	1
4	Oscar's Winner's Circle LLC	Oscar's Winner's Circle	Elisabeth Stoeger, Agt	3800 W BURNHAM ST	Class B Tavern License	126	3/13/2025, 7:00 PM	1
5	PK PALACE, LLC	PK Palace	Rick K Vang, Agt	3730 W NATIONAL AV	Class B Tavern License		3/4/2025, 6:00 PM	1
6	National Grocery, LLC	National Grocery	Manpreet Singh, Agt	3501 W National AV	Class A Malt & Class A Liquor License		4/7/2025, 7:00 PM	1
7	Celebrity's Hall	Celebrity's Hall	Raul Varela-Rodriguez, SP	1329 S 35th ST	Class B Tavern License	91	4/4/2025, 7:00 PM	1
8	Milwaukee Nights Pub, LLC	Milwaukee Nights Pub	Samona McCann, Agt	3830 W NATIONAL AV	Class B Tavern License	80	3/25/2025, 7:00 PM	1
9	LEVA ENTERPRISE S SOUTH LLC	Orenda	Leticia C Munoz Hernandez, Agt	3514 W NATIONAL AV	Class B Tavern License		4/23/2025, 7:00 PM	1
10	MAMIE'S	MAMIE'S	DEBRA L MICKEY, SP	3300 W NATIONAL AV	Class B Tavern License	68	6/29/2025, 7:00 PM	1
11	ALDI, INC	ALDI #87	Matteo G Allred, Agt	1441 S 35TH ST	Class A Malt & Class A Liquor License		7/10/2025, 7:00 PM	1
12	Lucky's Ice House LLC	Lucky's Ice House	Thomas L Schweiger, Agt	4238 W ORCHARD ST	Class B Tavern License		7/27/2025, 7:00 PM	1
13	National Beer & Food Mart, LLC	National Food	JASMINDER SINGH, Agt	3101 W National AV	Class A Fermented Malt Beverage Retailer's License		9/23/2025, 7:00 PM	1
14	THAI BARBECUE, LLC	THAI BAR-B-QUE	XAY CHAI, Agt	3417 W NATIONAL AV	Class B Tavern License		11/5/2025, 6:00 PM	1
15	Forest Home Ave Chicken Palace LLC	Chicken Palace National	VALDEMAR ESCOBAR, Agt	3433 W National AV	Class B Tavern License	65	11/25/2025, 6:00 PM	1
16	Rain 24, LLC	Rain 24	ESMERALDA NAVARRETE GONZALEZ, Agt	3121 W GREENFIELD AV	Class B Tavern License		11/12/2025, 6:00 PM	1
17	FIRST STOP FOODS	FIRST STOP FOODS	ABDELMUNA M AASAD, SP	1330 S 35TH ST	Class A Fermented Malt Beverage Retailer's License		12/19/2025, 6:00 PM	1

18	Scott Beer & Food LLC	El Rincon Grocery	GURMUKH SINGH, Agt	1201 S 33rd ST	Class A Fermented Malt Beverage Retailer's License		12/11/2025, 6:00 PM	1
19	Missy Sweets Lounge LLC	Missy Sweets Lounge	Melissa M Hoeppner, Agt	3412 W National AV	Class B Tavern License		10/31/2025, 7:00 PM	1
20	TERRY SRA, LLC	Harbin Food & Beer	HARVENDER SINGH, Agt	3100 W MITCHELL ST	Class A Fermented Malt Beverage Retailer's License		1/19/2026, 6:00 PM	1
21	POLKA DOT SPIRITS, LLC	KOCHANSKI'S CONCERTINA BEER HALL	ANDREW J KOCHANSKI, Agt	1920 S 37TH ST	Class B Tavern License	80	12/10/2025, 6:00 PM	1

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



Wednesday, March 26, 2025



# Notice of Public Hearing

Blank Notice

---

SANTOS LEON, Francisco, Agent  
Taqueria EL Rodeo at 3535 W GREENFIELD Av  
Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental  
Musicians, Jukebox, 3 Amusement Machines and Mariachis

**Tuesday, April 08, 2025 at 3:00 PM**

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 4/8/2025 at 3:00 PM 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](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.

---

## 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	1304 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1305 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1307 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1308 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1309 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1309 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1312 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1312A S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1313 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1313 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1315 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1316 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1317 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1317 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1317A S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1320 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1321 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1321 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1321A S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1322 S 37TH ST	MILWAUKEE, WI 53215-1444
CURRENT OCCUPANT	1324 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1325 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1326 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1326 S 37TH ST	MILWAUKEE, WI 53215-1444
CURRENT OCCUPANT	1327 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1406 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1411 S 36TH ST	MILWAUKEE, WI 53215-1816
CURRENT OCCUPANT	1412 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1418 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1421 S 36TH ST	MILWAUKEE, WI 53215-1816
CURRENT OCCUPANT	1422 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1422A S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1425 S 36TH ST	MILWAUKEE, WI 53215-1816
CURRENT OCCUPANT	1428 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1428A S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1429 S 36TH ST	MILWAUKEE, WI 53215-1816
CURRENT OCCUPANT	1432 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1432A S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1433 S 36TH ST	MILWAUKEE, WI 53215-1816
CURRENT OCCUPANT	1436 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1436A S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	3535A W GREENFIELD AVE	MILWAUKEE, WI 53215-1445
CURRENT OCCUPANT	3609 W GREENFIELD AVE	MILWAUKEE, WI 53215-1447
CURRENT OCCUPANT	3613 W GREENFIELD AVE	MILWAUKEE, WI 53215-1447
CURRENT OCCUPANT	3614 W GREENFIELD AVE	MILWAUKEE, WI 53215-1448
CURRENT OCCUPANT	3614A W GREENFIELD AVE	MILWAUKEE, WI 53215-1448

CURRENT OCCUPANT	3617 W GREENFIELD AVE	MILWAUKEE, WI 53215-1447
CURRENT OCCUPANT	3618 W ORCHARD ST	MILWAUKEE, WI 53215-1825
CURRENT OCCUPANT	3623 W GREENFIELD AVE	MILWAUKEE, WI 53215-1447
CURRENT OCCUPANT	3624 W ORCHARD ST	MILWAUKEE, WI 53215-1825
CURRENT OCCUPANT	3627 W GREENFIELD AVE	MILWAUKEE, WI 53215-1447

Blank Notice

Total Records: 51

Radius 250 feet and Center of the Circle: 3535 W Greenfield Av



HOME

SEARCH

SUMMARY

INTERIOR

EXTERIOR

ABOUT

| Printable Record Card | Previous Assessments | Sale Owner History | Permits

Card 1 of 1

Location 3535 W GREENFIELD AV

Property Account Number 4570108000

Parcel ID 4570108000

Old Parcel ID

## Current Property Mailing Address

Owner FRANCISCO JAVIER SANTOS LEON

City MILWAUKEE

State WI

Address 3535 W GREENFIELD AVE

Zip 53215

Zoning NS2

## Current Property Sales Information

Sale Date 8/29/2016

Legal Reference 10615296

GUSTAVO SALAZAR ROMO A/K/A

Sale Price 50,000

Grantor(Seller) GUSTAVO SALAZAR A/K/A

GUSTAVO S. ROMO

## Current Property Assessment

Year 2024

Total Parcel Value

Building Value 170,800

Yard Items Value 0

Land Area 0.06198 - AC

Land Value 5,400

Total Value 176,200

## Narrative Description

This property contains 0.06198 - AC of land mainly classified as Local Commercial with a(n) Store Bldg - Multi Story (Store & Apt, Store & Ofc style building, built about 1912 , having Alum/Vynyl Siding exterior and N/A roof cover, with 1 commercial unit(s) and 1 residential unit(s), 0 total room(s), 3 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

## Legal Description

CONRAD'S SUBD IN NW 1/4 SEC 1-6-21 BLOCK 1 N 45'(LOTS 8 &amp; 9)

## Property Images

No Sketch  
Available

No Picture  
Available



## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☒ Dining Room  
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station  
☐ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

FULL SERVICE RESTAURANT AND BAR

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 3 YEARS EXPERIENCE AS PRESENT OWN

### 2. Business Operations

- a. Proposed Opening Date: 2/1/2025
- 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
- e. Is the current licensee operating? ☐ No ☐ Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_

### 3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: \_\_\_\_\_
- b. How often will grounds be cleaned? ☐ Daily ☐ Weekly ☒ As Needed ☐ Monthly ☐ Other: \_\_\_\_\_
- c. Grounds cleaned by: ☒ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police  
☐ Signs Posted ☐ Other: \_\_\_\_\_
- e. Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 3 Locations: KITCHEN AND DINING ROOM AND BAR  
Outside: 2 Locations: BEHIND 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? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have 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? 20 and list locations: 2 BAR; 3 DINING ROOM  
3 KITCHEN; 2 BASEMENT;; 10 OUTSIDE
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>50</u> %	Food <u>50</u> % Cigarettes, Electronic Vape Devices, <u>0</u> % Tobacco Products _____ %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %			
Pawnbroker Activity _____ %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % 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, Electronic Vape Products ☐ Gas Station ☐ Extended Hours ☐ Class "B" Tavern ☐ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☒ Other: LIQUOR

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

Capacity 48 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

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

☒ 1<sup>st</sup> Floor ☐ 2<sup>nd</sup> Floor ☒ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: \_\_\_\_\_

- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_

c. Nearest Major Cross Street: GREENFIELD AVE.

- 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: FRANCISCO SANTOS León Phone Number: 4142415380

Building Owner Address: 3059 S. 12TH ST., MILWAUKEE, WI 53215

## 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	9 AM	12 AM	50	1-100	NONE
Monday	9AM	12 AM	50	1-100	NONE
Tuesday	9AM	12AM	50	1-100	NONE
Wednesday	9 AM	12AM	50	1-100	NONE
Thursday	9AM	12AM	50	1-100	NONE
Friday	9AM	12AM	100	1-100	NONE
Saturday	9AM	12AM	100	1-100	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 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)

X Francisco Santos León

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

Legal Entity Name: TAQUERIA EL POCO LLC

Premise Address: 3535 W. GREENFIELD AVE, MILWAUKEE, WI 53245

## 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.)? APPLICANT

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

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

## Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins \_\_\_\_\_ Ends \_\_\_\_\_

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

c) Do you have an option to renew the lease? ☐ No ☐ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? \_\_\_\_\_

### Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☐ Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupant 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

X - Francisco Santos León  
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



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 3835 W. Greenfield Ave, Milwaukee, WI 53208

## TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- |   |  |   |   |
|---|--|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians                          | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers                          | <input checked="" type="checkbox"/> Amusement Machines<br>How many? <u>3</u>  |
| <input type="checkbox"/> Bands  | <input type="checkbox"/> Comedy Acts         | <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance | <input type="checkbox"/> Concerts<br>Approx. # per year? _____                |
| <input type="checkbox"/> Bowling Alley<br>How many? _____                           | <input type="checkbox"/> Disc Jockey         | <input type="checkbox"/> Wrestling                                      | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables<br>How many? _____                             | <input type="checkbox"/> Magic Shows         | <input type="checkbox"/> Patron Contests                                | <input checked="" type="checkbox"/> Jukebox                                   |
| <input type="checkbox"/> Motion Pictures (movies by<br>admission) - How many? _____ | <input type="checkbox"/> Poetry Readings     | <input type="checkbox"/> Patrons Dancing                                | <input type="checkbox"/> Karaoke  |
| <input checked="" type="checkbox"/> Other: <u>MARSHALL</u>                          |  |   |   |

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

## PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe: \_\_\_\_\_

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: SPEAKERS

## LEGAL CAPACITY OF PREMISES

408 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: \_\_\_\_\_. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

## ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

Francisco Santos León

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

## Office Use Only:

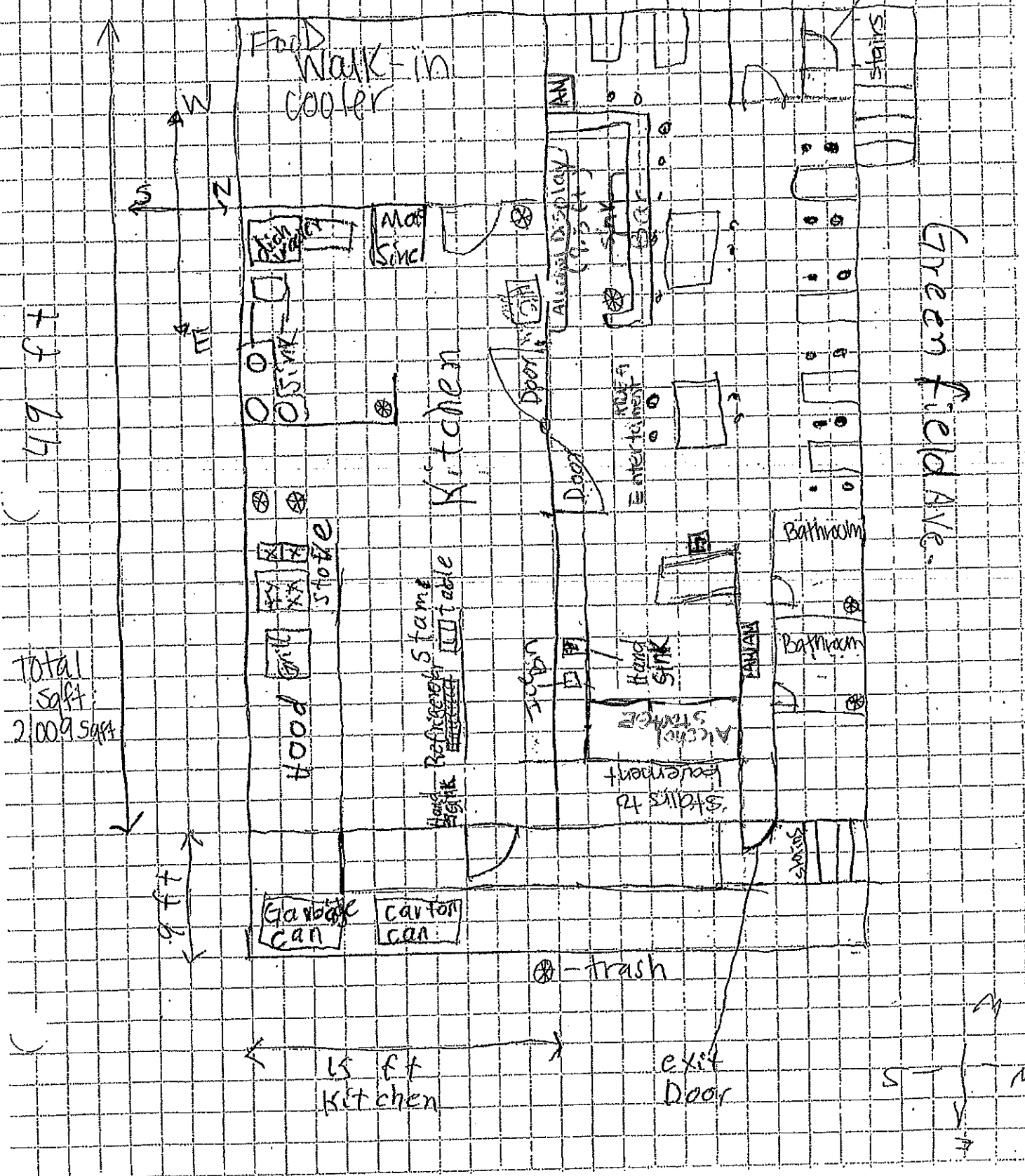
Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

AM = Amusement Machine 1/7/2025

36th St

Entrance  
Principal  
Door



35

1/7/2025

24 ft

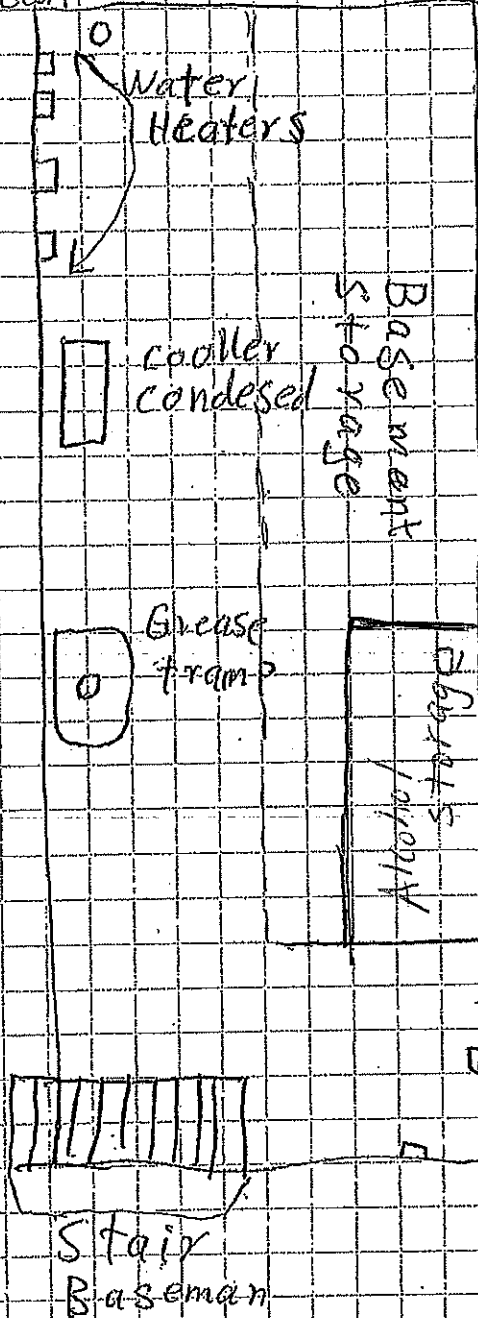
Taquena El Rodeo LLC

Taquena El Rodeo

Agent: Francisco Santos Leon

444-241-5380

Total Sqft: 1128 sqft.



47 ft

Stair  
Basement