



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, April 25, 2024

COMMITTEE MEETING NOTICE

AD 14

HERRERA, George A, Agent
Casera LLC
7051 Brunn DR
Franklin, WI 53132

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, May 07, 2024 at 11:05 AM

The access code is https://meet.goto.com/335080869. If you wish to call in: +1 (408) 650-3123 and use Access Code: 335-080-869 Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Fermented Malt, Class C Wine, Food Dealer and Weights & Measures License Applications as agent for "Casera LLC" for "Casera Cafe & Bakery" at 2067 S 1ST St.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM OW CZARSKI, CITY CLERK

[Handwritten signature of Jim Cooney]

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

Date:3/20/24
Officer: PO Matthew Diener

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

Name of Premise: La Casera Café & Bakery
Address: 2067 S 1st St
Phone: N/A

Owner: George A HERRERA
Owner address: 7051 Brunn Dr
City State Zip: Franklin, WI 53132
Owner Phone: 414-573-6763
Owner email: gherrera67@me.com

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

Preferred contact:

Location currently open: YES NO

Projected open date: July 2024

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

Hours of Operation: Sun: 7a-4p 24 hours Y N
Mon: 7a-4p
Tue: X
Wed: 7a-4p
Thu: 7a-4p
Fri: 7a-4p
Sat: 7a-4p

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:
Alcohol: Yes No Class: #:

Tobacco: Yes No #:
 Food: Yes No #:
 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. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? 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: Several on outside of development
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. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing: 1 week at least
21. Are there exterior cameras Yes No How many: Several on outside of development
22. Are there interior cameras Yes No How many: 3 to be installed
23. Do all employees know how to retrieve recorded digital images/footage? Yes No

24. Cameras located in parking lot Yes No How many Several on outside of development

Interior Survey:

- 25. What is the planned/posted capacity Not given
- 26. What is the minimum number of employees that will be on premise 4-5
- 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. Are emergency and non-emergency numbers posted near the phone? Yes No
- 31. 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

- 32. How many security personnel are going to be employed: N/A
- 33. How will they be deployed: Interior Exterior
- 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
- 35. Will the security be managed by business or contracted
- 36. Will they be armed Yes No
- 37. What type of security measures will be used:
 - Wanding/metal detector
 - ID Scanner
 - Dress Code
 - Cover Charge
 - Age restriction
 - Other
- 38. When at capacity, how will the overflow crowd be managed?
- 39. Will a guard monitor the overflow crowd at all times? Yes No

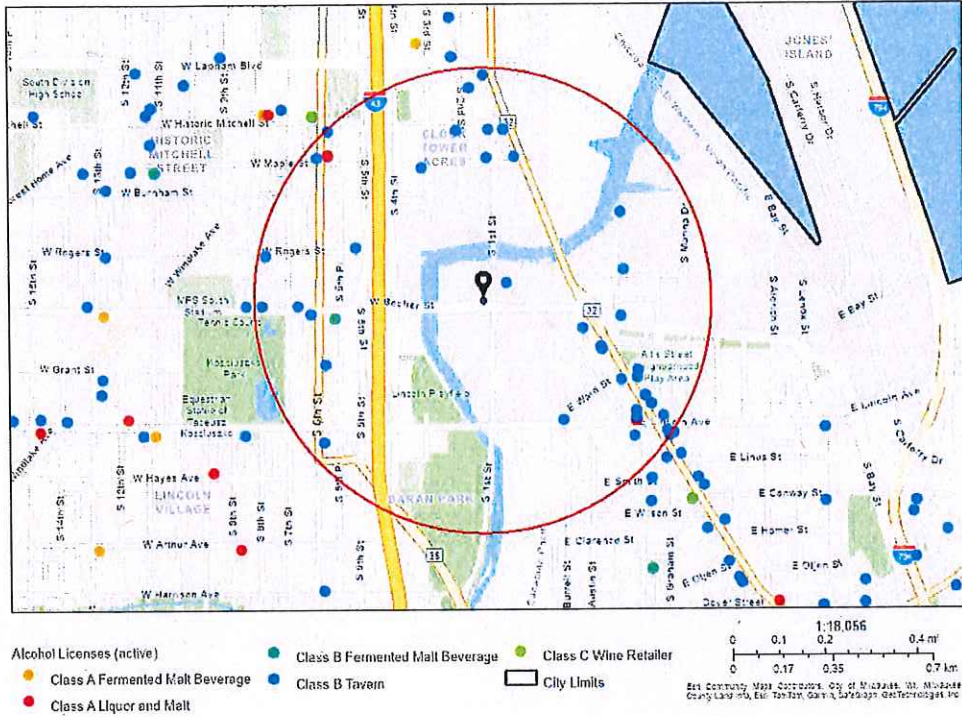
ADDITIONAL COMMENTS/RECOMMENDATIONS:

Business is currently in construction and is located in the Michel's development at S 1st St and W Becher St.

Area of Interest (AOI) Information

Area : 21,862,585.72 ft²

Mar 7 2024 12:37:57 Central Standard Time



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	43		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	SABOR TROPICAL RESTAURANT LLC	SABOR TROPICAL	Julio R Arias, Agt	2258 S KINNICKINNI C AV	Class B Tavern License		3/18/2024, 7:00 PM	1
2	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/20/2024, 7:00 PM	1
3	LANDLUBBERS, INC	BARNACLE BUD'S	GENE M MC KIERNAN, Agt	1955 S HILBERT ST	Class B Tavern License	50	4/2/2024, 7:00 PM	1
4	CIAO CUCINA, LLC	CAFE LULU	SARAH F JONAS, Agt	2261-65 S Howell AV	Class B Tavern License	189	4/8/2024, 7:00 PM	1
5	BAY STREET PUB, LLC	BAY STREET PUB	MARK R PASCHAL, Agt	338 E BAY ST	Class B Tavern License	70	4/13/2024, 7:00 PM	1
6	Liquid Elevation LLC	La Pina	Patrick L Todd, Agt	1801 S 3RD ST	Class B Tavern License		4/30/2024, 7:00 PM	1
7	La Luna Liquor Taqueria LLC	La Luna Liquor Taqueria	HANIN K ABDELRAHIM, Agt	552R W MAPLE ST	Class B Tavern License		5/2/2024, 7:00 PM	1
8	Lost Whale Enterprises LLC	Lost Whale	Richard W Duval, Agt	2151 S KINNICKINNI C AV	Class B Tavern License		6/18/2024, 7:00 PM	1
9	Salas' Bar LLC	Sala's Bar and Beer Garden	Agustin Salas Macias, Agt	2078 S 8th ST	Class B Tavern License		6/29/2024, 7:00 PM	1
10	CEDAR INN	CEDAR INN	JOANNE M HUMSIK, SP	2178 S 6TH ST	Class B Tavern License	25	6/29/2024, 7:00 PM	1
11	DRI 5 BAYVIEW LLC	Centraal Grand Cafe & Tappery	ERIC G WAGNER, Agt	2306 S KINNICKINNI C AV	Class B Tavern License	261	6/29/2024, 7:00 PM	1
12	Club 6 LLC	Club 6	BLAS CERDA, Agt	2101 S 6th ST	Class B Tavern License	80	6/30/2024, 7:00 PM	1
13	La Mexicana	La Mexicana	Arturo Cuevas-Silvestre, SP	101 E MITCHELL ST	Class B Tavern License	82	7/14/2024, 7:00 PM	1
14	BOTTLE MILWAUKEE, LLC	THE BOTTLE MILWAUKEE	TONY D WOJTECKI, Agt	1753 S KINNICKINNI C AV	Class B Tavern License	99	7/25/2024, 7:00 PM	1
15	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNI C AV	Class B Tavern License	80	7/26/2024, 7:00 PM	1
16	El Salvador Restaurant	El Salvador Restaurant	Concepcion Arias, SP	2316 S 6TH ST	Class B Tavern License	50	7/29/2024, 7:00 PM	1
17	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		8/2/2024, 7:00 PM	1
18	TENTACIONES	TENTACIONES	MARTIN R SAAVEDRA, SP	600 W MAPLE ST	Class B Tavern License	75	8/28/2024, 7:00 PM	1

19	GUANAJUAT O'S BAR	GUANAJUAT O'S BAR	FRANCISCO GONZALEZ, SR, SP	1979 S 5TH ST	Class B Tavern License	110	8/30/2024, 7:00 PM	1
20	Rap Us Corp	Cafe India - Bar & Grill	RAKESH REHAN, Agt	2201 S Kinnickinnic AV	Class B Tavern License		9/14/2024, 7:00 PM	1
21	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Malt & Class A Liquor License		9/19/2024, 7:00 PM	1
22	KOZ'S MINI BOWL, INC	KOZ'S MINI BOWL	JUSTIN J KOSAKOSKI, Agt	2078 S 7TH ST	Class B Tavern License	80	9/19/2024, 7:00 PM	1
23	Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	422 E Lincoln AV	Class B Tavern License	49	10/17/2024, 7:00 PM	1
24	AA Entertainment, LLC	The Backyard	Sam J Leaf, Agt	2155 S KINNICKINNI C AV	Class B Tavern License	160	10/17/2024, 7:00 PM	1
25	Bridgewater MKE, LLC	Bridgewater Modern Grill	David J Marcus, Agt	2011 S 1ST ST Unit 4	Class B Tavern License		10/29/2024, 7:00 PM	1
26	Revel Group Inc	Revel	Haley Irene Garcia, Agt	2246 S Kinnickinnic AV	Class B Tavern License	80	10/31/2024, 7:00 PM	1
27	B&J Investing Group LLC	Pink Agave	Evalise R Navarro, Agt	2242 S KINNICKINNI C AV	Class B Tavern License		11/11/2024, 6:00 PM	1
28	RSVR LLC	RSVR	Reid C Spering, Agt	2210 S KINNICKINNI C AV	Class B Tavern License		11/19/2024, 6:00 PM	1
29	Creative Increase LLC	Vieux	Amelia B Loera Solis, Agt	1619 S 1st ST	Class B Tavern License		11/21/2024, 6:00 PM	1
30	Waterfall Lounge and Events	Waterfall Lounge and Events	Sharita E Lee, SP	107 E MITCHELL ST	Class B Tavern License	25	12/26/2024, 6:00 PM	1
31	JSK Social Inc.	Satchmo's	Ting M Burazin, Agt	182 E LINCOLN AV	Class B Tavern License		1/8/2025, 6:00 PM	1
32	TRANSFER, INC	TRANSFER PIZZERIA CAFE	JOHN M ROSSETTO, Agt	101 W MITCHELL ST	Class B Tavern License	99	1/13/2025, 6:00 PM	1
33	RED MAPLE MKE LLC	RED MAPLE MKE	Robin L Koutecky, Agt	100 W MAPLE ST	Class B Tavern License	49	1/15/2025, 6:00 PM	1
34	TODDBAYVIE W LLC	TODD I BELIEVE I CAN FRY	Paphitchaya Liotrakun, Agt	2159 S KINNICKINNI C AV Unit 1	Class B Tavern License		1/15/2025, 6:00 PM	1
35	MARTA'S TAMALES LLC	MARTA'S TAMALES	Marta Y Lopez Salazar, Agt	551 W BECHER ST	Class B Fermented Malt Beverage Retailer's License		1/20/2025, 6:00 PM	1
36	Love's Lounge, LLC	Love's Lounge	MONTE A LOVE, Agt	201 W Mitchell ST	Class B Tavern License		1/23/2025, 6:00 PM	1
37	MARY JANE RESTAURANTS LLC	Cheba Hut	Heather R Huhn, Agt	2202 S KINNICKINNI C AV	Class B Tavern License		2/1/2025, 6:00 PM	1

38	Taqueria El Toro LLC	Taqueria El Toro LLC	Toribio Perez Martinez, Agt	551 W Historic Mitchell ST	Class B Tavern License	94	2/4/2025, 6:00 PM	1
39	Carnitas Machetes	Carnitas Machetes	Alberto Morales, SP	2000 S 8th ST	Class B Tavern License		2/5/2025, 6:00 PM	1
40	ZAD'S, INC	ZAD'S	TERRY M ZADRA, Agt	436-38 S 2ND ST	Class B Tavern License	160	2/12/2025, 6:00 PM	1
41	Homerun Holdings LLC	Santino's Social Club	Gregory L Huber, Agt	352 E Stewart ST	Class B Tavern License		3/1/2025, 6:00 PM	1
42	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2025, 6:00 PM	1
43	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/20/2025, 7:00 PM	1

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



Thursday, April 25, 2024



Notice of Public Hearing

Blank Notice

HERRERA, George A, Agent
Casera Cafe & Bakery at 2067 S 1ST St
Class B Fermented Malt, Class C Wine, Food Dealer and Weights & Measures License
Applications

Tuesday, May 07, 2024 at 11:05 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 5/7/2024 at 11:05 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

CURRENT OCCUPANT 2035 S 1ST ST# 409 MILWAUKEE, WI 53207-1116

CURRENT OCCUPANT 2035 S 1ST ST# 410 MILWAUKEE, WI 53207-1116

Blank Notice

Total Records: 95

Radius 250.0 feet and Center of the Circle: 2067 S 1st 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:

Cafe : Bakery

Do you have any experience operating this type of business? No Yes If yes, explain: *Own Sugar: Flour LLC.*

2. Business Operations

- a. Proposed Opening Date: *6/1/24*
- b. Is this premise under construction? No Yes If yes, list estimated completion date: *July 2024*
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: *6* Locations: *Kitchen, Behind counter, Bathrooms, Guest*
Outside: *1* Locations: *Loading Dock*
- 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? 10-20 and describe the parking security plan: Cameras in garage and outside building
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: in garage of building building controlled
- 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? 4 and list locations: inside club and K. take
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>10</u> %	Food <u>90</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Describe: _____	

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

Type 1

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

Type 2

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

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

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

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

Capacity 140 in. out
220 in. in (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: 1st & Becker

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: Becker 1st Street LLC Phone Number: ~~920-921-8233~~ 914-573-6763

Building Owner Address: 201-2067 S. 1st Street, Milwaukee

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

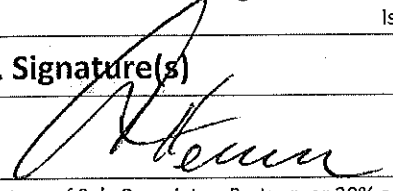
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (if none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	7am	3pm	100	1-80	NONE
Monday	7am	3pm	100	1-80	NONE
Tuesday	closed	closed	—	1-80	NONE
Wednesday	7am	3pm	100	1-80	NONE
Thursday	7am	3pm	100	1-80	NONE
Friday	7am	3pm	100	1-80	NONE
Saturday	7am	3pm	100	1-80	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)


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:	<i>Casera Cafe : Bakery</i>
Premise Address:	<i>2067 S. 1st St. MKE.</i>
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 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.)? <i>Casera LLC.</i>	
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 \$ <i>0</i>	
e) Total amount paid for goodwill of the business \$ <i>0</i>	
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 checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
Lease Information (New & Transfer Applicants who are leasing the premises only)	
a) Date lease begins <i>July 2024</i> Ends <i>July 2024</i>	
b) Monthly rental \$ <i>TBD</i>	
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)? <i>5</i>	

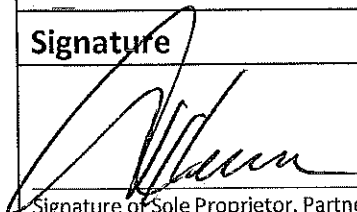
Lease Information (Continued)

- 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



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



FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: *Casera Cafe & Bakery*

Premises Address: *2067 S. 1ST Street. MKE*

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

- Restaurant items (meals) will be sold – Complete this application and also contact DATCP.
- NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: *Hot, hot, chicken, eggs, Produce, milk*

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? No Yes
 Will you be doing any catering? No Yes
 Will you be doing any delivery? No Yes
 Will you have outdoor activities? No Yes - Check all that apply: Bar Cooking/Grilling Dining
 Will you have a drive thru window? No Yes - Are hours different from inside? No Yes
 If Yes, provide drive thru hours: _____
 Will scales or barcode scanners be used? No Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?
 At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?
 No If No, SKIP to Section 7
 Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only

Provide a brief description of the changes: _____
 Start date: 3-16-2024
 Name, Address & Phone Number of Architect: Runko
756 N. Milwaukee street, Suite 250
 Name, Address & Phone Number of Contractor: Brad Sonnenberg - ADK Senior Project mgr.
2738 S. 13th St. Milwaukee, WI

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?
 No If No, SKIP to Section 8
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

ca I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
ca I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
ca I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
ca I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.
ca I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: [Signature]
 Signature of Additional Partner: _____



**WEIGHTS & MEASURES LICENSE
SUPPLEMENTAL APPLICATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Office Use Only:
App# _____
Filed _____
Initials _____
Paid _____
Lic # _____

Legal Entity Name: Casera LLC
Premise Address: 2067 S. 1st Street, Milwaukee, WI. 53207

Device Type(s)

- Check all device types for which you need a license.
 - For each device type checked, indicate how many you have in the Number of Devices column (b).
 - Calculate the Total Fee Per Device Type by multiplying the Fee Per Device Type (a) by the Number of Devices (b).
 - Add all Total Fee Per Device Type amounts together and that will be your Total Fee Due.
- * **Exception:** The Scanner fee is not per device. Check the box for the appropriate range.
If you have 1-3 scanners, the total due is \$130. If you have 4 or more scanners, the total due is \$250.
Check the Number of Devices (b).

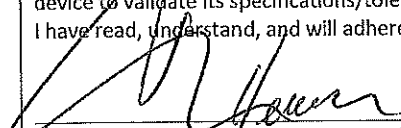
Device Type	License Period	Fee Per Device Type (a)	Number of Devices (b)	Total Fee Per Device Type (a x b)
Liquid Measuring Devices				
<input type="checkbox"/> Retail Petroleum Meters	12 months	\$60		
<input type="checkbox"/> 0 to 30 gallons per minute	24 months	\$60		
<input type="checkbox"/> 31 to 200 gallons per minute	24 months	\$250		
<input type="checkbox"/> Over 200 gallons per minute	24 months	\$250		
Scales				
<input checked="" type="checkbox"/> Measuring any weight amount	24 months	\$55	2	
Scanners				
		Fee for scanners is by range	Check how many scanners you have	
<input type="checkbox"/> Up to 3 scanners	24 months	\$130 total*	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	
<input type="checkbox"/> Four or more scanners	24 months	\$250 total*	<input type="checkbox"/> 4 <input type="checkbox"/> Other	
Other Devices				
<input type="checkbox"/> Length Measuring Device	24 months	\$60		
<input type="checkbox"/> Timing Device	24 months	\$30		
Total Fee Due				<input type="text"/>

Signature

I hereby agree that I will comply with the applicable sections of the Wisconsin State Statutes, Administrative Code and the Milwaukee Code of Ordinances regarding the operation of weighing and measuring devices.

I understand that all devices must be operated within the specifications, tolerances and other technical requirements set forth in the National Institute of Standards and Technology Handbook 44. I understand that the license for which I am applying must be posted on the premises or in my vehicle prior to opening for business or operating the device.

I understand that these device licenses are not transferable (with the exception of scanners). If the device is replaced or needs to be resealed, I must apply for and receive a new license so that an inspection of the device can be performed prior to its use. I acknowledge that as a condition of being issued this license, I must allow the Health Department into the establishment to test the device to validate its specifications/tolerances. If my devices are found out of compliance, I may be charged inspection fees. I have read, understand, and will adhere to all the above acknowledgments.


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

This form must be submitted with the Business License Application, Weights & Measures Plan of Operation, and appropriate fee. Forms can be obtained online at www.milwaukee.gov/licenses.



© RINKA+ PARTNERS
2007 SOUTH 1ST STREET
MILWAUKEE, WI 53207
RINKA PROJECT # 17091616
Sheet Title

George A. Heeler
3835 West
58 feet
3835 West

George A. Heeler

3AP24 Casera LLC
2067 South 1st Street
Milwaukee, WI 53207

GENERAL FURNITURE NOTES

1. THE FIELD FOR FURNITURE DIMENSIONS IS TO THE CENTERLINE UNLESS OTHERWISE NOTED.
2. THE FIELD FOR FURNITURE DIMENSIONS IS TO THE CENTERLINE UNLESS OTHERWISE NOTED.
3. THE FIELD FOR FURNITURE DIMENSIONS IS TO THE CENTERLINE UNLESS OTHERWISE NOTED.
4. THE FIELD FOR FURNITURE DIMENSIONS IS TO THE CENTERLINE UNLESS OTHERWISE NOTED.
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KEY NOTES

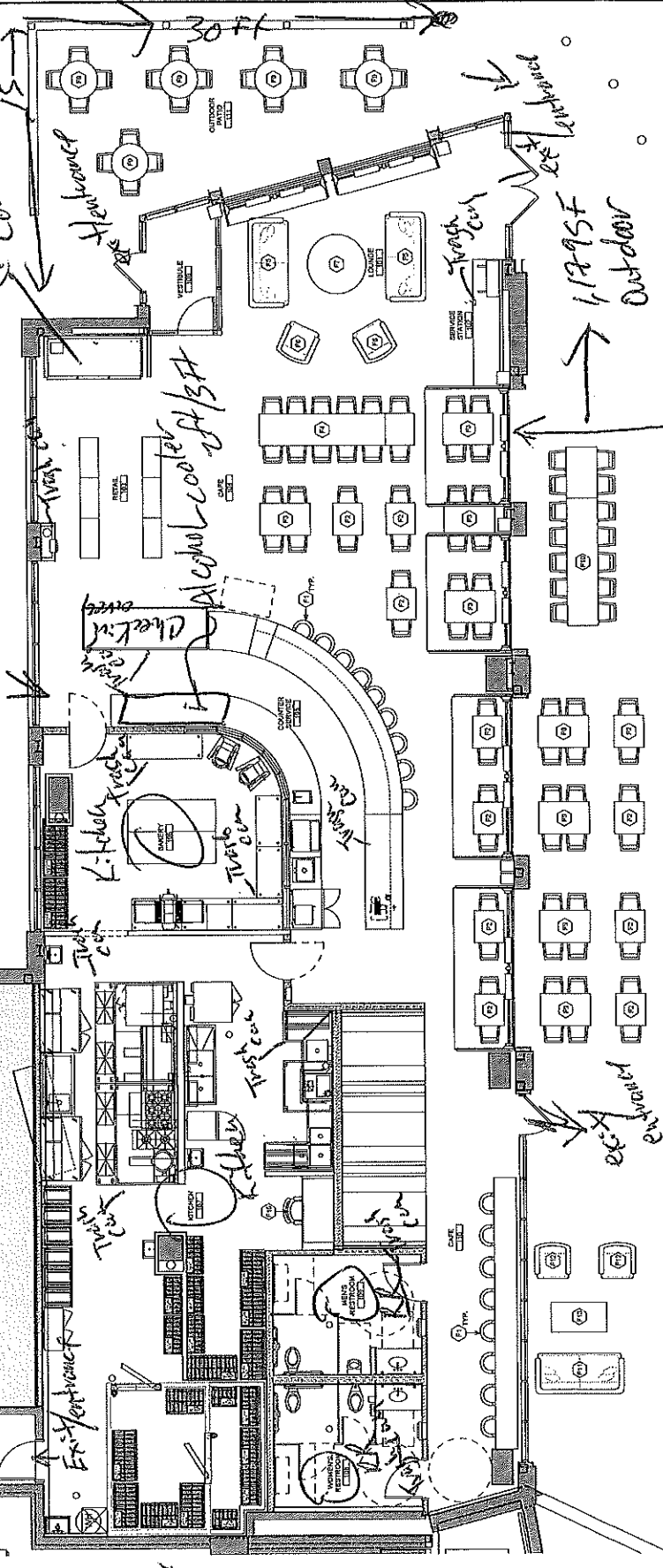
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- 2. TOP WOOD TABLE AND CHAIRS DINING
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- 16. TOP WOOD TABLE AND CHAIRS DINING
- 17. TOP WOOD TABLE AND CHAIRS DINING
- 18. TOP WOOD TABLE AND CHAIRS DINING
- 19. TOP WOOD TABLE AND CHAIRS DINING
- 20. TOP WOOD TABLE AND CHAIRS DINING

Overall Dimension 118' x 50'

Casera Cafe: Bakery

118 Feet

Indoor 38 30 5'



1 LEVEL 01 - FURNITURE PLAN

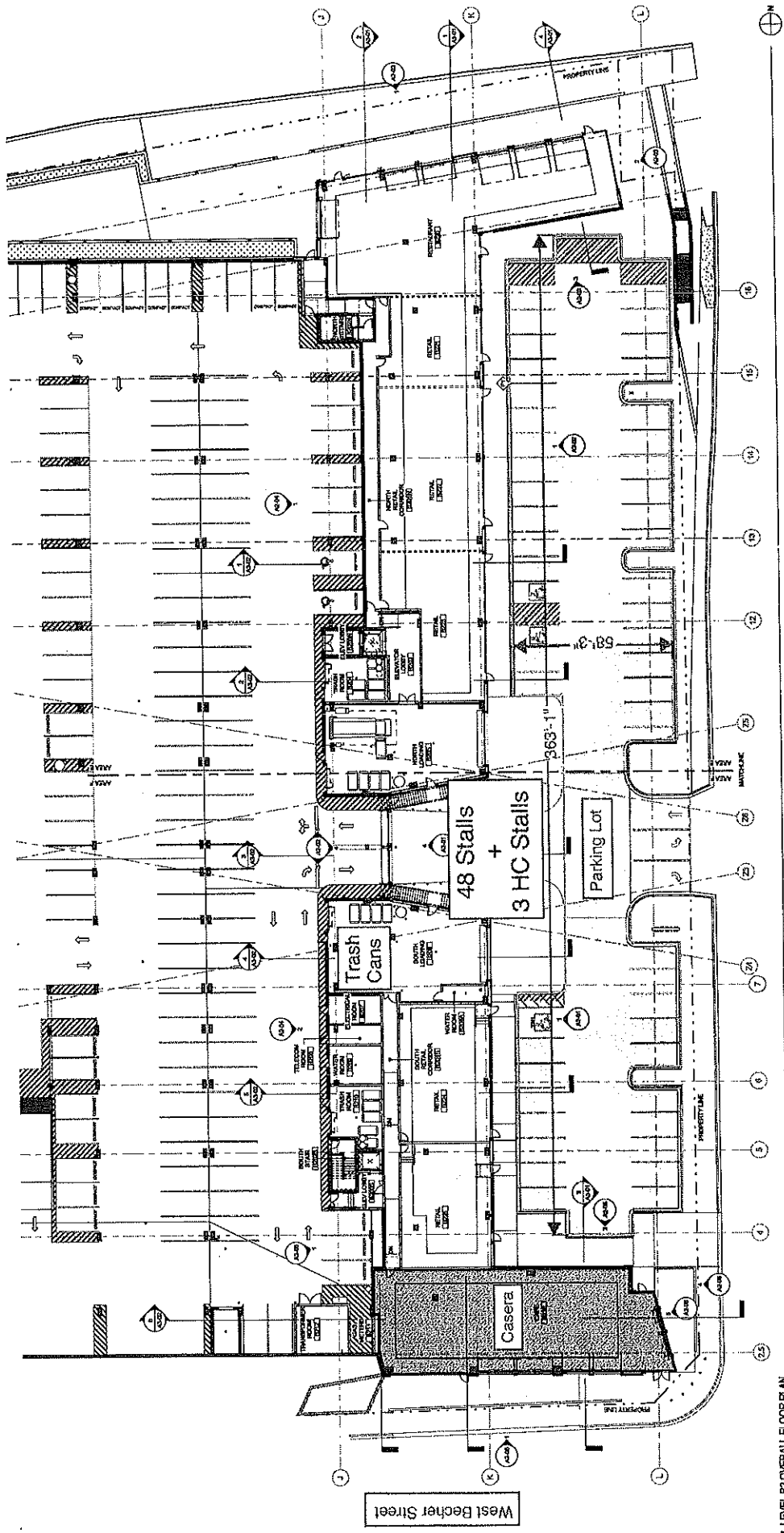
West Bechers Street

118' x 50'

118' x 50'

PROJECT STATUS
1ST STREET CAFE

FURNITURE FLOOR
PLAN
Sheet # A9-02



West Becher Street

1 LEVEL COVERABLE FLOOR PLAN

South 1st Street

Casera
 2067 South 1st Street
 Milwaukee, WI 53207
 19 February 2024

Casera LLC

Casera Cafe & Bakery

Breakfast/Brunch

2 eggs your way with bacon, sausage or ham breakfast potatoes and toast

Bene Salad with 2 poached eggs pulled ham and crotons with mixed baby greens

Waffle pulled ham arugula and fried egg with a balsamic maple syrup
Waffle with bacon or sausage

Quiche vegetable or Meat

Green shakshuka with poached eggs and toast points

Bread crumb gnocchi with poached eggs

Veggie Hash eggs

Packer Brat hash and eggs

Egg in a hole

French toast

Trotter scrambler - bacon, sausage ,mushroom peppers, onions and a side salad

Avocado toast- poached egg , radishes, greens and Pepita Crunch

Power bowl, quinoa- mushrooms, peppers, avocado, and firm tofu and wild garlic vinaigrette

Granola bowl with season berries and and oat milk hot or cold

Bacon -Egg and Tomato sandwich(BET)

Croissant sandwich

Side salad (salad for president book page 75)

Lunch/Brunch

BL&Tomato jam sandwich

Prime rib sandwich with Gouda and caramelized onions and mushrooms open face

White cheddar brown sugar pork belly sandwich

Shaved beef on weck sandwich on a caraway kosher salt roll with Auju

Harvest salad candied bacon slab with goat cheese curds, door county dried cherries, Pepita Crunch and a tarragon vinieagrette

Monte Cristo , sliced chicken, pulled ham, sliced cheddar, sliced white cheddar, fried egg and strawberry jam on eggy country white bread

Sliced turkey and arugula brie and caramelized onion sandwich

Steak and burrata sandwich with chili pesto

Artichoke dip and chicken sandwich

Southwest salad , crunchy chickpeas, white goat cheese curds, avocado, pico, and southwest dressing
Soup of the day.

Sunday Funday

7-1

Hot Ham and Rolls until we run out

Coffee, teas and specialty coffee drinks all syrup made in house

Fresh lemonade