

CITY OF MILWAUKEE OFFICE OF THE CITY CLERK

Tuesday, October 28, 2025

COMMITTEE MEETING NOTICE

AD 12

ROSARIO VIRELLA, Carolin, Agent VIRELLA LLC 4026 S BURRELL ST MILWAUKEE, WI 53207

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, November 11, 2025 at 10:15 AM

The access code is https://meet.goto.com/658271221. Please see the enclosed best practices document for further instructions.

Regarding:

Your Class B Tavern and Food Dealer Licenses Application as agent for "VIRELLA LLC" for "EL BATEY" at

1003 W NATIONAL 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.

Date: 10/6/25 Officer: PO Matthew Diener

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

Name of Premise: Address: Phone:	El Batey 1003 W National Av				
Owner: Owner address: City State Zip: Owner Phone: Owner email:	Carolin ROSARIO-VIRELLA 4026 S Burell St Milwaukee, WI 53207 414-736-7011 crosario713@gmail.com				
Licensee/Agent: Home Address: City State Zip: Phone: Email:	Same				
Preferred contact: Sar	ne				
Location currently op	en: 🗌 YES 🛭 NO				
Projected open date: N	November 2025				
Day's open: □S □N	M □T □W □Th □F □SA ⊠A	ALL			
Hours of Operation:	Sun: 11a-12a Mon: " Tue: " Wed: " Thu: " Fri: " Sat: "	□24 hours □Y ⊠N			
Premise Type:	⊠Tavern/Bar ⊠Restaurant □Other:				
Licenses currently held Alcohol:	d: □Yes ⊠No Class:	#:			

	Tobacco:	∐Yes ⊠No #:
	Food:	Yes No #: FREST 22319
	Other:	Yes No Type: #:
	Other:	Yes No Type: #:
	Other,	
Exte	rior Survey:	
		location clean? ⊠Yes □No
		ocation? (Check all the apply)
4		cation? (Check an the apply)
	b. School	
	c. Youth Cent	er
	d. Church	
		f so, how many
	f. Residential	
	g. ⊠Other busin	esses
	h. Other:	
3	. Can you see from the	outside of the location into the interior ⊠Yes □No
		oyees inside of the location from the outside Yes No
		free of signage Yes No
	. Street parking ⊠Yes	
	. Is there a parking lot [
	. Is the parking lot clear	
	. Is the parking lot well	
	0. Valet Parking Yes	
-		ve a guard? Yes No
		ve cameras? Yes No
1		a person could conceal themselves \(\subseteq Yes \text{\infty} No
		a person could concear themserves 1 tes 2100 ag? Yes 1No. Does it appears to be adequate Yes No.
	2. Is there exterior righting. 3. Exterior Payphone?	Type Majo
		☐Yes ⊠No
		g Signs posted? Tyes No
		rity cameras ⊠Yes □No How Many: 3
16	o. Are the address number	ers prominently displayed and easy to see Yes No
~	~	
	era Survey:	
		e security cameras? XYes No
	3. Are they in working or	
19). What format are the ca	<u></u> -
		∑Yes _No
	_	∑Yes
	c. VCR	Yes No
		□Yes ⊠No
20	. How long is footage st	ored for later viewing: Awaiting password from property owner to
	complete setup	
21	. Are there exterior came	eras Yes No How many: 3
	. Are there interior came	
		w how to retrieve recorded digital images/footage? \(\sum Yes \subseteq No
	. Cameras located in par	
	pur	

Interior Survey:
25. What is the planned/posted capacity 25
26. What is the minimum number of employees that will be on premise 2-3
27. Is the storeowner willing to be a standing complainant regarding loitering?
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? \times Yes \times No
29. Does an interior camera face the entrance/exit?
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: Applicant does not foresee the
need for security based on their business model and operation, but will revisit if the need
occurs
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 \(\subseteq Yes \subseteq No \)
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:

Applicant currently operates Las Virellas food truck at Zocalo located at 636 S 6th St.

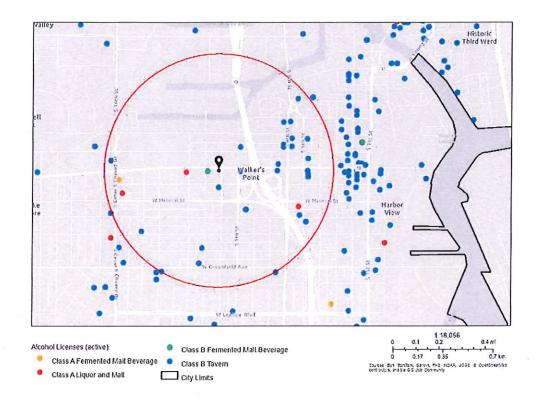


City Concentration Map 1003 W National Ave

Area of Interest (AOI) Information

Area: 21,862,585.85 ft2

Aug 6 2025 15:14:22 Central Daylight Time



1003 W National Ave

Summary

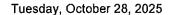
Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	34		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	LA GUADALUPA NA	LA GUADALUPA NA/CAFE EL SOL	Sandra Astorga, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2025, 7:00 PM	1
2	GUADALAJAR A CORPORATIO N	GUADALAJAR A RESTAURAN T	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50	9/22/2025, 7:00 PM	1
3	THE NATIONAL, LLC	THE NATIONAL	Amy R Plennes, Agt	839 W NATIONAL AV	Class B Tavern License		9/1/2025, 7:00 PM	1
4	Canni LLC	Canni	Colin J Gazinski, Agt	810 S 5TH ST	Class B Tavern License		10/1/2025, 7:00 PM	1 ,
5	RESTAURAN TE GUELAGUET ZA LLC	RESTAURAN TE GUELAGUET ZA	Lucia Antonio Perez, Agt	1039 W National AV	Class B Fermented Malt Beverage Retailer's License		10/22/2025, 7:00 PM	1
6	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2025, 6:00 PM	1
7	NATIONAL MUFFLER & FOOD MART, INC	NATIONAL LIQUOR MART	HUSSEIN P GOVANI, Agt	719 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		10/17/2025, 7:00 PM	1
8	625S6THBAR LLC	Last Rites	James Rice, Agt	625 S 6TH ST	Class B Tavern License	49	11/21/2025, 6:00 PM	1
9	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License	373	12/9/2025, 6:00 PM	1
10	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5TH ST	Class B Tavern License		12/17/2025, 6:00 PM	1
11	El Bodegon LLC	Movida at Hotel Madrid	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/30/2025, 6:00 PM	1
12	Chivas Bar	Chivas Bar	ALFREDO MERCADO,S ANTIAGO S MERCADO, JR,FRANCISC O J MERCADO,JE SUS S MERCADO	644 S 9th ST	Class B Tavern License	80	12/20/2025, 6:00 PM	1
13	RIDER HOTEL, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License		1/16/2026, 6:00 PM	1
14		LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2026, 6:00 PM	1
	CORK MKE LLC	CORK MKE	Christopher M Homayouni, Agt	1039 S 5TH ST	Class B Tavern License		1/21/2026, 6:00 PM	1
16	1110, CORP	Authentic	JOSE G LOZOYA, JR, Agt	721 S CESAR E CHAVEZ DR	Class B Tavern License	299	2/2/2026, 6:00 PM	1

<u> </u>								
17	THE LAST ONE LLC	CATRINA CAFE	Rosa Marquez, Agt	606 & 610 S 5TH ST	Class B Tavern License		2/11/2026, 6:00 PM	1
18	Saz's Catering, INC	The National Block -The George and Mad Cap Lounge	Stephanie L Sazama- Schneck, Agt	429 W NATIONAL AV	Class B Tavern License		4/4/2026, 7:00 PM	1
19	AJ FOOD MART CORP.	Greenfield Pantry	Gurpreet Singh, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		4/13/2026, 7:00 PM	1
20	AAL MM, INC.	Arts At Large Cafe	Ursula G Flores, Agt	1100 S 5th ST	Class B Tavern License		3/31/2026, 7:00 PM	1
21	AAL MM, INC.	Arts At Large Cafe	Ursula G Flores, Agt	1100 S 5th ST	Class B Tavern License	512	3/31/2026, 7:00 PM	1
22	TEXAS FOOD LLC	Texas Food	JASMINDER SINGH, Agt	1201 W NATIONAL AV	Class A Malt & Class A Liquor License		4/19/2026, 7:00 PM	111
23	J & E GROCERY STORE, LLC	LA HACIENDA	Jose Zaragoza, Agt	820 S CESAR E CHAVEZ DR	Class A Fermented Malt Beverage Retailer's License		5/25/2026, 7:00 PM	1
24	1110, CORP	Birrieria El Torito	JOSE G LOZOYA, JR, Agt	1108 W GREENFIELD AV	Class B Tavern License	25	5/19/2026, 7:00 PM	1
25	EL REY SPIRITS, INC	EL REY SPIRITS, INC	ERNESTO VILLARREAL, Agt	916 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		6/29/2026, 7:00 PM	1
26	Thelma Carol Wine Merchants LLC	Thelma Carol Wine Merchants	Jerel W Hall, Agt	605 W VIRGINIA ST	Class B Tavern License		6/26/2026, 7:00 PM	1
27	TAQUERIA EL TORO LLC	TAQUERIA EL TORO	Toribio Perez Martinez, Agt	625-631 W NATIONAL AV	Class B Tavern License	95	6/30/2026, 7:00 PM	1
28	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2026, 7:00 PM	1
29	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2026, 7:00 PM	1
30	Debbie Coops LLC	The Tool Box	Debra J Torres, Agt	1500 W Scott ST	Class B Tavern License		7/31/2026, 7:00 PM	1
31	La Carreta Vieja Restaurant LLC	La Carreta Vieja Restaurant	ABEL SANTOS, Agt	1339 W GREENFIELD AV	Class B Tavern License	223	7/26/2026, 7:00 PM	1
32	Johanna's Cakes & Desserts LLC	Johanna's Cafe	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2026, 7:00 PM	1
33	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/19/2026, 7:00 PM	1
1	LA GUADALUPA NA	LA GUADALUPA NA/CAFE EL SOL	Lucero Olivas, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2026, 7:00 PM	1

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







Notice of Public Hearing

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ROSARIO VIRELLA, Carolin, Agent El Batey at 1003 W NATIONAL Av Class B Tavern and Food Dealer Licenses Application

Tuesday, November 11, 2025 at 10:15 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 11/11/2025 at 10:15 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at http://city.milwaukee.gov/citychannel. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

- 1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
- 2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
- 3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
- 4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
- 5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)

- 6. You may then provide testimony.
- a. Include only information relating to the above license application.
- b. Include only information you have personally witnessed or seen.
- c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
- d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
- 7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
- 8. Business Competition is not a valid basis for denial or non-renewal of a license.

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1007 W NATIONAL AVE# 1	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1007 W NATIONAL AVE# 2	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1007 W NATIONAL AVE# 2	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1007 W PIERCE ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1010 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1010 W NATIONAL AVE	•
CURRENT OCCUPANT	1010 W WALKER ST	MILWAUKEE, WI 53204-1350 MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1011A W PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	10116 W PIERCE ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1014 W WALKER ST	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1014A W NATIONAL AVE	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1016 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1016 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1018 W NATIONAL AVE# 1	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W NATIONAL AVE# 2	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W NATIONAL AVE# 2	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W NATIONAL AVE# 4	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1022 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1022A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1024 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1024 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1024A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1027 W NATIONAL AVE	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1028 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1028 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1028A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1028B W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1029 W NATIONAL AVE	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1030 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1032 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1032A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1033 W NATIONAL AVE	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1037 W NATIONAL AVE# 1	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1037 W NATIONAL AVE# 2	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	713 S 10TH ST	MILWAUKEE, WI 53204-1318
CURRENT OCCUPANT	715 S 10TH ST# 2	MILWAUKEE, WI 53204-1307
CURRENT OCCUPANT	715 S 10TH ST# 3	MILWAUKEE, WI 53204-1307
CURRENT OCCUPANT	737 S 10TH ST	MILWAUKEE, WI 53204-1318
CURRENT OCCUPANT	812 S 11TH ST# 1	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	812 S 11TH ST# 2	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	814 S 11TH ST# 3	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	814 S 11TH ST# 4	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	814 S 11TH ST# 5	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	814 S 11TH ST# 6	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	823 S 10TH ST	MILWAUKEE, WI 53204-1337

CURRENT OCCUPANT	824 S 11TH ST	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	825 S 10TH ST# 1	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	825 S 10TH ST# 2	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	827 S 10TH ST	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	828 S 10TH ST	MILWAUKEE, WI 53204-1336
CURRENT OCCUPANT	828 S 10TH ST# A	MILWAUKEE, WI 53204-1336
CURRENT OCCUPANT	828 S 11TH ST	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	837 S 10TH ST	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	914 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	916 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	918 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	919A W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	920 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	920A W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	921 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	921 W NATIONAL AVE# A	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	922 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	924 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	924A W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	928 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	928 W WALKER ST# A	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	929 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	930 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	930 W WALKER ST# A	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	931 W NATIONAL AVE	MILWAUKEE, WI 53204-1345
CURRENT OCCUPANT	936 W WALKER ST	MILWAUKEE, WI 53204-1348
CURRENT OCCUPANT	939 W NATIONAL AVE# A	MILWAUKEE, WI 53204-1345
Diank Matica		

Blank Notice Total Records: 73

Radius 250 feet and Center of the Circle: 1003 W National Av

ccl-busplan 5/12/2020



BUSINESS LICENSE PLAN OF OPERATION

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				
Appl	lying 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)				
Prov	ride a detailed description of the type of business you plan on operating:Bar & Restaurant				
	ou have any experience operating this type of business? 🔲 No 🔳 Yes 🛮 If yes, explain: Work at Food truck park				
2.	Business Operations				
a.	Proposed Opening Date: 01/11/25				
b.	Is this premise under construction? 🔳 No 🔲 Yes If yes, list estimated completion date:				
c.	Is this a franchise? 🔳 No 🗌 Yes				
đ.	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?				
	If yes, explain:				
g.					
	If yes, list address(es):				
h.	Are other businesses operating in the same building? No Yes If yes, describe:				
3. L	itter & 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. S	moking & Sanitation				
a.	Are there designated outdoor smoking areas? No Yes If yes, describe:				
b.	Number of Garbage Cans: Inside: 4 Locations: kitchen, dining room, bathroom				
	Outside: Locations: in Ally				
c.	Is a crowd control barrier used? 🔳 No 🗌 Yes 💮 If yes, describe:				
d.	How many restrooms are on the premises? 1				
e.	Name of solid waste contractor: Advanced Disposal Waste Management Other:				

5. Security					
	g spaces? 🔳 No 🗌 Yes	s If yes, how		and describ	e the parking security
plan:					
b. Is there a loading zone?	No Yes If yes, o	describe the I	loading area security pla	an:	
	security on premise?				nd answer the following:
Describe equipme	ent used				
	Number (s)			W	
d. Will there be security ca	meras? No No Yes	If yes, how	many? 4 and list	: locations:	front, back, rear, inside
e. Will searches/identificat	tion checks be done upo	n entry? 🔳 l	No Yes If yes, descr	ibe	
6. Percentage of Sales	s (must total 100°	%)			
Alcohol 50 % Entertainment 0 %	Food 50 Cigarettes, Electronic Vape Devices, 0	%	Secondhand Merchandis	se	Precious Metals & Gems 0%
Pawnbroker Activity 0 %	Salvaged Materials O (such as scrap metal)		Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) 0%		Other 0 % Describe:%
7. Businesses/Licenses	s on the Premise	s (check a	all that apply):		
Type 1 Full Service Restaurant	■ Cafe/Coffee Shop		ast Food Restaurant		/Fraternal/Veterans Club
☐ Night Club	☐ Tavern	Cocktail L	Lounge	Teen Cl	lub
☐ Banquet Hall	Sports Facility	Bowling A	Alley		
☐ Hotel/Motel: Number of Fid Number of Ro	loors:	Rooming	House: Number of Floo Number of Roo		
Type 2				<u> </u>	
_ Liquor Store	Corner Store	Supermar	rket	Conveni	ience Store
Gas Station	Amusement/Phonogr	raph Distributo	or	Recyclin	g, Salvage or Towing
Used Car Dealer	Personal Service Esta (such as tattoo busine		, tailor, etc.)	Recording	ng Studio
What other licenses/permits will y			•		
Qccupancy Permit Cigarette, Tobacco, Gas Station Extended Hours Class "B" Tavern Weights & Measures Secondhand Dealer Precious Metal & Gem Other:					
8. Legal Capacity (only	v if a Type 1 pren	nises in #7	7 above)		
	e Milwaukee Development (stions.)	**************************************

*

9. Premises D	Description								
	ea(s) of the premises that will 12 nd Floor Basement Stor								
	Other: Describe:								
b. Describe Locat	b. Describe Location: Major Thoroughfare Secondary Street Other:								
c. Nearest Major	r Cross Street: 10 ST				AMA (March 1944) 1944 1944 1944 1944 1944 1944 194				
	ling: 🔳 Free Standing Buildi								
	nises Structure: 🔳 Single Sto								
	ounding Area: Commercia	al 🗌 Residential 🔲 Indust	rial	87-5103	<u> </u>				
g. Building Owne	er Name: JOSE PEREZ	- Maks	Phone Number:)/ · O (OC					
Building Owne	er Address:	W: MILION	Tar Ave						
10. Hours of C	Operation & Custor	mers							
Will customers be ent	ering the premises? No	Yes							
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers	Potential Age Range	Class B Tavern Applicant Only:				
Day of the Table	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)	expected each day	of Customers	Age Restriction (If none, write 'None')				
Sunday	11AM	12AM	120PP	25 +					
Monday	11AM	12AM	11	31					
Tuesday	11AM	12AM	11	ti					
Wednesday	11AM	12AM	ą į	0					
Thursday	11AM	12AM	19	t)					
Friday	11AM	12AM	ij	11					
Saturday	11AM	12AM	11	IJ					
An Extended Hours Est piercing, salon, tailor, t	tablishment License is require tanning, etc.), recording stud	ed for any convenience store lio or restaurant which is ope	e, filling station, personal on between the hours of :	service establish 12:00 a.m. and 5	iment (such as tattoo, body :00 a.m.				
Alcohol Establishments Permitted Hours of Op		am to 9:00 pm Sunday thru S am to 2:00 am Sunday thru T) am Friday & Sat	turday				
Entertainment Outdoo		opm Sunday-Thursday; 12:00 ablished by the Common Co							
11. Signature(:	s)								
Mildo	Miella		ANALYSIA - 180-19-1						
(If there are no 20	riefor, Partner, or 20% or mo % or more shareholders, print name/title and sign)	re Shareholder S	Signature of additional pa	rtner or 20% or i	more shareholder				



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

	al Entity Name:VIRELLA LLC	
Prer	mise Address:1003 W National Ave, Mil	waukee WI 53204
Pro	ximity of Premises to Church, Scho	ool, Daycare Center or Hospital
is t	he building within 300 feet of any church, school, dayo	care center or hospital?
"Se	rvice Bar Only" Designation	
	pplying for Class B or C license, are you applying for "S	
Ser No	vice Bar Only means customers cannot sit at the bar. A stools, chairs or other articles of furniture shall be place	Alcohol is served to employees who serve patrons seated at tables. ced at the service bar for patrons to sit upon.
Bus	iness Information	
a)	Are you taking out this application for anyone that m If yes, list their name and address:	nay not be eligible for a license?
b)		e conducting the day-to-day operations of the business? 🔲 No 🗹 Yes
	If no, list the name and address of the person(s) who	o will:
	Class B Applicants: If the agent, a partner or the in-	dividual licensee will not be conducting the day-to-day operations of the business,
	the person(s) listed above must obtain a Class B Man	nagers license.
c)	Does anyone else have money invested or any other	interest in this business? V No Yes
d)	If yes, explain:	any loan or any other payments based upon income from the business?
uj	No Yes If yes, list name and address:	
Pro	perty Information (New & Transfer	r Applicants Only)
a)	Do you own or lease the building?	□Own ☑Lease
b)	Who owns the fixtures (for example, coolers, etc.)?	kitchen tool
c)	Are you purchasing the stock and/or fixtures?	☑No ☐Yes If yes, amount paid \$
d)	Total amount paid for business	\$
e)	Total amount paid for goodwill of the business	\$
	Goodwill comprises the reputation and customer relation market value of all of the rest of the assets of the	lationships of an existing business. If the price you pay for the business exceeds the business, the excess may be considered goodwill.
f)	Have you made arrangements with the seller for payr	ment of personal property taxes? 🗹 No 🔲 Yes
Leas	se Information (New & Transfer Ap	oplicants who are leasing the premises only)
a)	Date lease begins 08/05/25 Ends 08/05/2	26
b)	Monthly rental \$3,000	
c)	Do you have an option to renew the lease? 🔲 No 🗹	
d)	Does your lease allow for assignment to another party	
e)	For what length of time have you been guaranteed or	ccupancy (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 Boos the present owner or occupant object to the granting of your license? If yes, explain	e
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, Vartner 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:	

☐ If a restaurant, copy of the menu



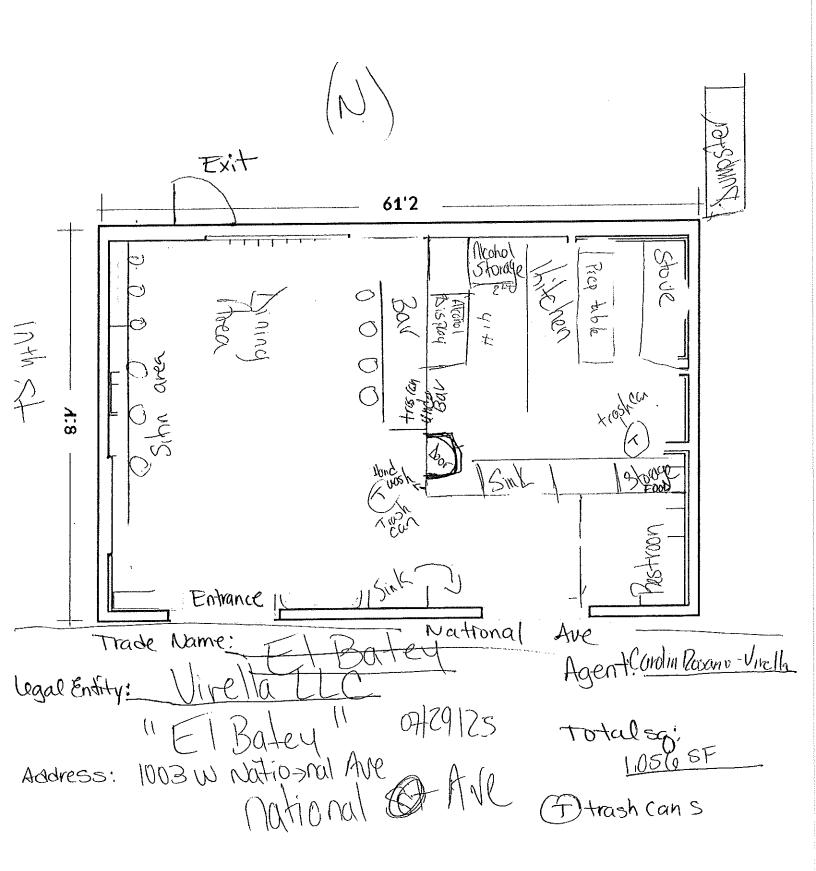
FOOD DEALER LICENSE PLAN OF OPERATION

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: Virella LLC
Premises Address: 1003 W National Ave
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?
☐ 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) fish, milk, meat, tomate
If yes, list the types of food items:

cci-foodplan 2/28/19

SECTION 4 DETAILS OF OPERATION			
Will you have seating on site for dining?	o 🔳 Yes		
Will you be doing any catering?	o 🔳 Yes		
Will you be doing any delivery?	o 🔳 Yes		
Will you have outdoor activities?	o 🔳 Yes - Check all that apply: 🔳 Bar 🔳 Cooking/Grilling 🔲 Dining		
Will you have a drive thru window?	o Yes - Are hours different from inside? No Yes		
	If Yes, provide drive thru hours:		
Will scales or barcode scanners be used?	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	w many?(for example, a hotel with several dining rooms or bars)		
If multiple sites, attach a Food Dealer Additional S	ite Addendum (ccl-foodadd) for each additional site.		
SECTION 6 CONSTRUCTION OR CHANG	GES		
Are you planning any construction, remodeling or	equipment changes?		
No if No, SKIP to Section 7			
Yes If Yes, check all that apply:	ew construction of a building Renovation or remodeling		
	instruction changes to existing building Equipment changes only		
Provide a brief description of the changes:			
Start date:			
Name, Address & Phone Number of Architect:			
Hame, Address & Filono Hames of Address			
Maille, Address & Frione Number of Contractor.			
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 approve	d prior to the alcohol license, when do you want the food license issued?		
🔲 Immediately 🔳 At the same tir	ne as the alcohol license		
SECTION 8 ACKNOWLEDGEMENTS & S	IGNATURE		
You must initial each item confirming your unders	tanding:		
MJV I understand the Health Department m	ust conduct an inspection and advise the License Division of their approval		
before the license may be issued.			
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.			
1 understand the district alderperson w	ill review and either support or object to my application. If he/she objects, I r 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.			
1 understand proof of payment for all lies	cense fees must be on file in the License Division before the license may be nd posted in my establishment prior to opening for business.		
will not operate my food business until	if the license has been issued and posted in the establishment.		
Signature of Sole Proprietor, Partner, or 20% Share	eholder: Mildred Wiell		
Signature of Additional Partner:			



cocinci

menu

CEVICHE E' COCO Y PARCHA CEVICHE E' COCO Y PARCHA CEVICHE marinated in lemon, coconut, and passion fruit, lightly seasoned with the house Creole touch, served with Malanga Chips	15.00
MONTADITOS DE CHURRASCO Skirt setak with chimichurri criollo, server with fresh tostones	15.00
PERNIL AL CALDERO Perfectly cooked pork accompanied by delicious plantain chips	13.00
TRIO EMPANADILLA 3 empanadas (beef,pork,chicken), sauces (hot,mayoketchup,chimichurri.)	15.00
ALCAPURRIAS (3) Typical Puerto Rican fritter, made from a green plantain and yautia dough, filled with ground beef	15.00
SALMOREJO DE JUEYES Perfectly seasoned land crab cooked in a Creole sauce, served with homemade coconut arepas.	17.00
SORULLITOS DE MAIZ Sorullitos are sweet corn flour fritters filled with cheese.	10.00

