



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 OW CZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

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: El Batey
Address: 1003 W National Av
Phone:

Owner: Carolin ROSARIO-VIRELLA
Owner address: 4026 S Burell St
City State Zip: Milwaukee, WI 53207
Owner Phone: 414-736-7011
Owner email: crosario713@gmail.com

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

Preferred contact: Same

Location currently open: ☐ YES ☒ NO

Projected open date: November 2025

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

Hours of Operation: Sun: 11a-12a ☐24 hours ☐Y ☒N
Mon: "
Tue: "
Wed: "
Thu: "
Fri: "
Sat: "

Premise Type: ☒ Tavern/Bar
☒ Restaurant
☐ Other:

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

Tobacco: ☐ Yes ☒ No #:
 Food: ☒ Yes ☐ No #: FREST 22319
 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: 3
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: Awaiting password from property owner to complete setup
21. Are there exterior cameras ☒ Yes ☐ No How many: 3
22. Are there interior cameras ☐ Yes ☒ No How many: Plan on installing 1 interior
23. Do all employees know how to retrieve recorded digital images/footage? ☒ Yes ☐ No
24. Cameras located in parking lot ☐ Yes ☐ No How many N/A

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? ☒ 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: 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 ☐ Yes ☐ No
37. What type of security measures will be used:
☐ Wandering/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.

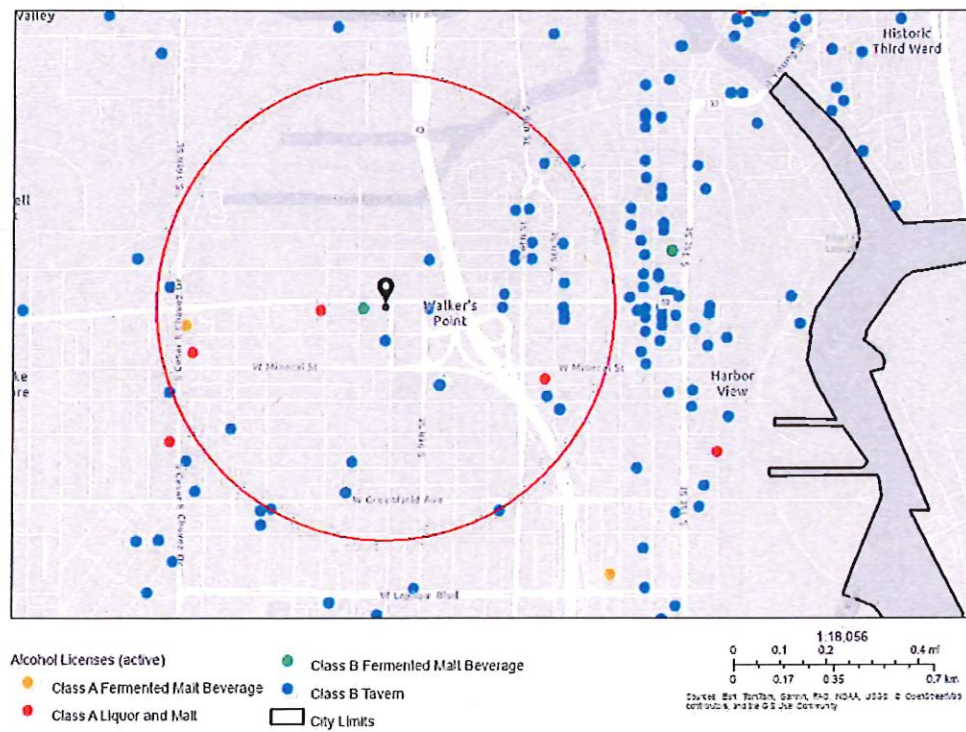


Concentration Map 1003 W National Ave

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 GUADALUPANA	LA GUADALUPANA/CAFE EL SOL	Sandra Astorga, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2025, 7:00 PM	1
2	GUADALAJARA CORPORATION	GUADALAJARA RESTAURANT	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	RESTAURANTE GUELAGUETZA LLC	RESTAURANTE GUELAGUETZA	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,FRANCISCO 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 LLC	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
15	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	El Caporal Authentic Mexican Grill	JOSE G LOZOYA, JR, Agt	721 S CESAR E CHAVEZ DR	Class B Tavern License	299	2/2/2026, 6:00 PM	1

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	1
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
34	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.



Tuesday, October 28, 2025



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 PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1008 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1010 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1010 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1011A W PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1011B W PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1014 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1014A W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1015 W PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1016 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1016A 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# 3	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

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Total Records: 73

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



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: Bar & Restaurant

Do you 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
- 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: _____

4. Smoking & 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: 2 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

- 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? ⁴_____ and list locations: front, back, rear, inside _____
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol 50 %	Food 50 % Cigarettes, Electronic Vape Devices, 0 % Tobacco Products	Secondhand Merchandise 0 %	Precious Metals & Gems 0 %
Entertainment 0 %			
Pawnbroker Activity 0 %	Salvaged Materials 0 % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) 0 %	Other 0 % 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: _____

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

Capacity ²⁵_____ (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: National AVE,

c. Nearest Major Cross Street: 10 ST

- 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: JOSE PEREZ Phone Number: 414-687-5103

Building Owner Address: 1003 W: National Ave

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

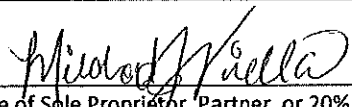
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11AM	12AM	120PP	25 +	
Monday	11AM	12AM	"	"	
Tuesday	11AM	12AM	"	"	
Wednesday	11AM	12AM	"	"	
Thursday	11AM	12AM	"	"	
Friday	11AM	12AM	"	"	
Saturday	11AM	12AM	"	"	

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: VIRELLA LLC

Premise Address: 1003 W National Ave, Milwaukee WI 53204

Proximity of Premises to Church, School, Daycare Center or HospitalIs 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 Informationa) 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.)? 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 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 08/05/25 Ends 08/05/26

b) Monthly rental \$3,000

c) Do you have an option to renew the lease? ☐ No ☒ Yesd) 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)? _____

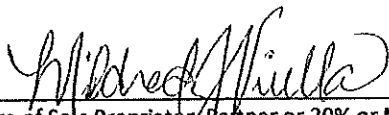
Lease Information (Continued)

- 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



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: **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? ☐ Yes ☐ No

A convenience store contains less than 7,500 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)

fish, milk , meat, tomate

If yes, list the types of food items: _____

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: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone 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 approved prior to the alcohol license, when do you want the food license issued?
☐ Immediately ☒ At the same time as the alcohol license

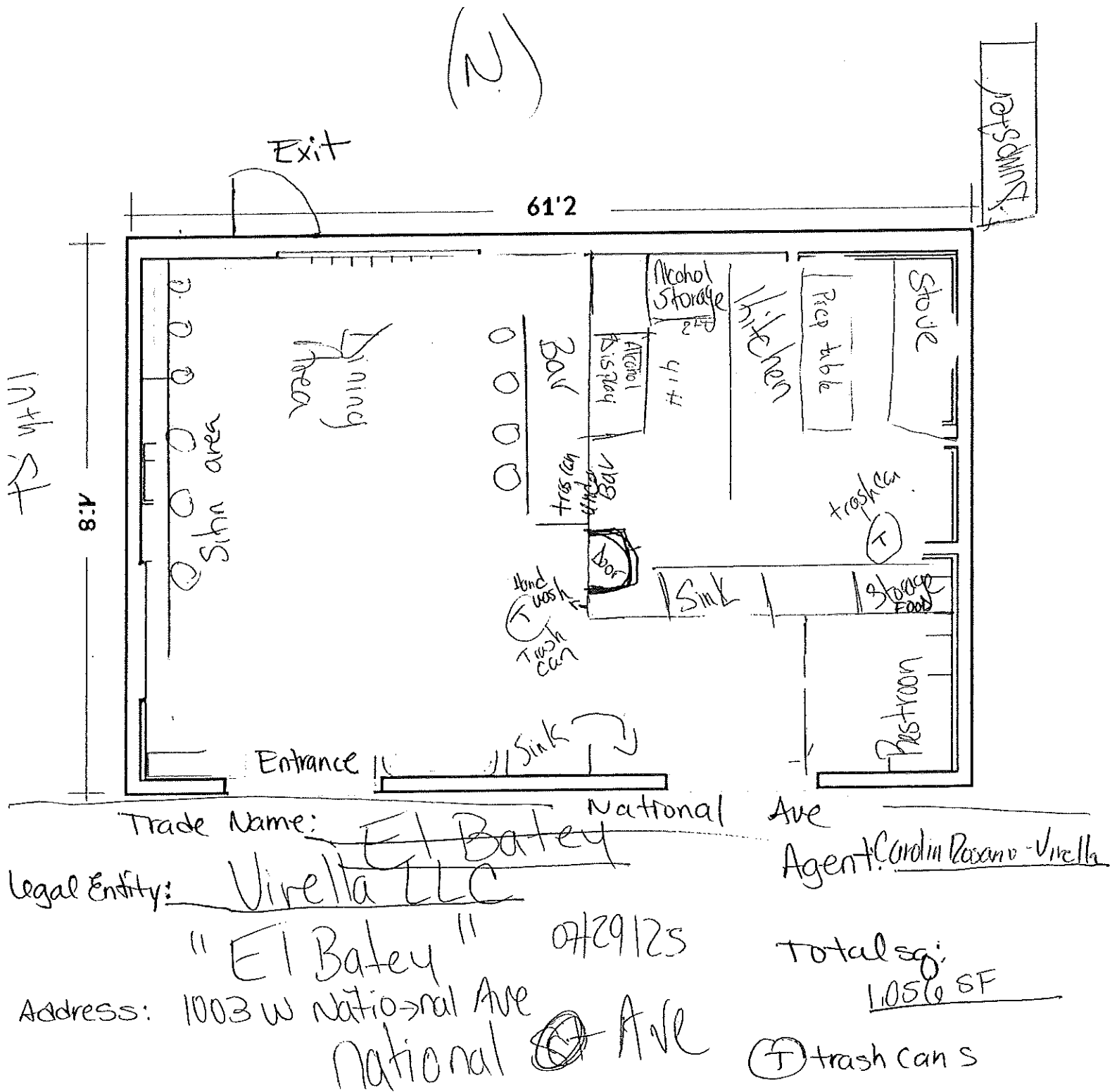
SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

- MSV I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- MSV 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.
- MSV 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.
- MSV 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.
- MSV 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 of Additional Partner: _____



cocina

menu

CEVICHE E' COCO Y PARCHA 15.00

Ceviche marinated in lemon, coconut, and passion fruit, lightly seasoned with the house Creole touch, served with Malanga Chips

MONTADITOS DE CHURRASCO 15.00

Skirt steak with chimichurri criollo, server with fresh tostones

PERNIL AL CALDERO 13.00

Perfectly cooked pork accompanied by delicious plantain chips

TRIO EMPANADILLA 15.00

*3 empanadas (beef,pork,chicken),
sauces (hot,mayoketchup,chimichurri.)*

ALCAPURRIAS (3) 15.00

Typical Puerto Rican fritter, made from a green plantain and yautia dough, filled with ground beef

SALMOREJO DE JUEYES 17.00

Perfectly seasoned land crab cooked in a Creole sauce, served with homemade coconut arepas.

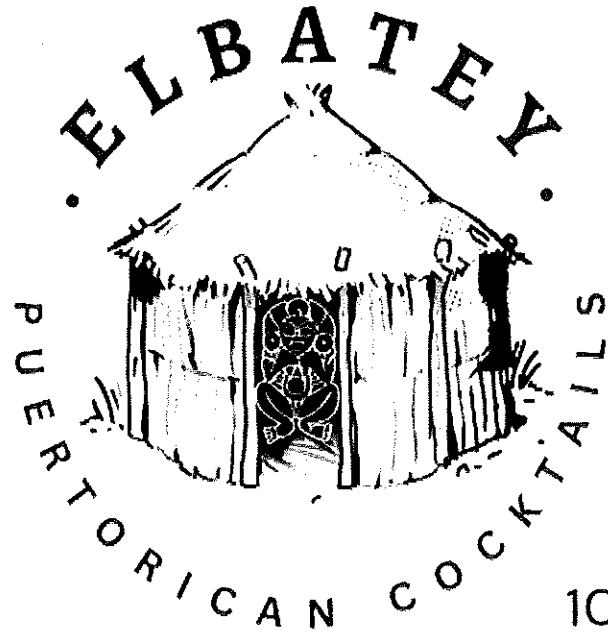
SORULLITOS DE MAIZ 10.00

Sorullitos are sweet corn flour fritters filled with cheese.



menu

House cocktail



EL JIBARO

Aged rum, chocolate bitters, cinnamon and vanilla syrup, grated chocolate and smoked cinnamon (old-fashioned).

10.00

LA MULA

Gin, ginger beer, lime, guava syrup.(moscow mule)

10.00

PIÑA COLADA

Our traditional pina colada with a fun twist on the palate.

10.00

TAMARITA PICANTE

Spicy puerto rican chile infused with mezcal, lime , tamarindo, rim of tamarindo chamoy

12.00

CAFE CON RON

Puertorican style of Espresso Martini

14.00

MOJITO E'PARCHA

Clasic mojito with a fresh passion fruit twist flavor.

12.00