



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

Friday, February 05, 2021

COMMITTEE MEETING NOTICE


AD 11

MORA SANCHEZ, Daniel, Agent
La Perla Tapatia Sports Bar LLC
1509 S MUSKEGO Av
Milwaukee, WI 53204

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

Wednesday, February 17, 2021 at 10:50 AM

Regarding: Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Bands, Instrumental Musicians, Disc Jockey, Patrons Dancing, Karaoke, Jukebox, 1 Pool Table, and Amusement Machines as agent for "La Perla Tapatia Sports Bar LLC" for "La Perla Tapatia Sports Bar" at 2758 S 35th St.

This meeting will be held via GoToMeeting. Please see the enclosed  best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/987330253>. If you wish to call in, please call +1 (872) 240-3212 and use Access Code: 987-330-253.

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

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

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jessica Ceella

License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.



**CITY OF MILWAUKEE
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Friday, February 05, 2021

COMMITTEE MEETING NOTICE

AD 11

MORA SANCHEZ, Daniel, Agent
La Perla Tapatia Sports Bar LLC
5358 W Princeton Dr
Franklin, WI 53132

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

Wednesday, February 17, 2021 at 10:50 AM

Regarding: Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Bands, Instrumental Musicians, Disc Jockey, Patrons Dancing, Karaoke, Jukebox, 1 Pool Table, and Amusement Machines as agent for "La Perla Tapatia Sports Bar LLC" for "La Perla Tapatia Sports Bar" at 2758 S 35th St.

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JIM OWCZARSKI, CITY CLERK

BY: _____

Jessica Celella

License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 06/17/2020
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 310903
Application Date: 06/16/2020

License Location: 2758 S 35th Street
Business Name: Milwaukee's Firehouse

Licensee/Applicant: Rueda, Colleen
(Last Name, First Name, MI)
Date of Birth: 12/18/1952

Home Address: 5604 S 33rd Street
City: Milwaukee **State:** WI **Zip Code:** 53221
Home Phone: (414)

This report is written by Police Officer David NOVAK, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 08/15/12 at 1:08 am, applicant received a citation for Presence of Minor at Licensed Premises at 2758 S 35th Street.

Charge: Presence of Minor at Licensed Premise
Finding: Guilty
Sentence: Fined \$160.00
Date: 12/14/12
Case: 12099996

2. On 05/12/13 at 2:33 am, Milwaukee police were dispatched to 2758 S 35th Street for a Fight complaint. Police spoke with Kelly Brzycki, the bartender on duty, who stated patrons inside the bar began to fight one another and then left the bar. Brzycki further stated a few minutes later, one of those patrons who left came back into the bar and began fighting with another patron. Brzycki then called police however the actor was gone once police arrived. Officers viewed video surveillance and located the actor walking in the area of the establishment and cited the individual.

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3. On 12/02/2018 at 12:34am officers were dispatched to a fight inside Milwaukee's Firehouse, 2758 S 35th St. The subjects were not on scene when the officers arrived. The bartender stated that there were two subjects who started beating up on a third subject. She attempted to break up the fight and had another patron call 911. The subjects went outside and she locked the door to wait for Police. The bartender was cooperative and had a Class D Operator's license.

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PREVIOUS PREMISE

Date: 12-18-2020
Officer: P.O. Michael WARD

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

Name of Premise: La Perla Tapatia Sports Bar
Address: 2758 S. 35th St. Milwaukee, WI 53215
Phone: 414-795-4007

Owner: Daniel Mora-Sanchez
Owner address: 5358 W. Princeton Dr.
City State Zip: Franklin, WI 53132
Owner Phone: 414-795-4007
Owner email: DMS3610@Yahoo.Com

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

Preferred contact: Daniel Mora-Sanchez – 414-795-4007

Location currently open: YES NO

Projected open date: Late January/February 2021

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

Hours of Operation: Sun: 4pm to 12am 24 hours Y N
Mon: 4pm to 12am
Tue: 4pm to 12am
Wed: 4pm to 2am
Thu: 4pm to 2am
Fri: 4pm to 2am
Sat: 4pm to 2am

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Extended Hours: Yes No #:
Secondhand Dealer: Yes No Type: #:
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 1
 - 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. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking 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
Not Observed during hours of darkness. Street Lighting
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many: **Future (3) see notes**
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No **Future installations (8) see notes**
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing:

21. Are there exterior cameras Yes No How many: **Future Installation (3) see notes**
22. Are there interior cameras Yes No How many: **Future Installation (5) see notes**
23. Do all employees know how to retrieve recorded digital images/footage? Yes No
24. Cameras located in parking lot Yes No How many **(1) Recommended – see notes**

Interior Survey:

25. What is the planned capacity 137
26. What is the minimum number of employees That will be on premise 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 **When installed**
30. Is there a lockable area that separates employees from customers? Yes No See notes
31. Are emergency and non-emergency numbers posted near the phone? Yes No
32. 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

33. How many security personnel are going to be employed: **1 Contracted security**
34. How will they be deployed: Interior Exterior
35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
36. Will the security be managed by business or contracted
37. Will they be armed Yes No
38. What type of security measures to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This report is written by Police Officer Michael WARD, assigned to District 6, Early Power Shift, Community Liaison and Community Prosecution Office, with P.O. Fabian GARCIA.

On Wednesday, December 16th, 2020, we conducted a CPTED Survey at 2758 S. 35th St., WI 53215.

Owner and Listed Agent, Daniel Mora-Sanchez (M/W, 08-03-1982) was on scene during the CPTED survey. Currently the location is still under renovations.

Mora-Sanchez state he will be purchasing a new security system for the tavern. Mora-Sanchez stated he will have 5 cameras locate on the interior and 3 located on exterior of the building. Mora-Sanchez was advised that one camera should be placed near the front entrance (interior) to capture customers entering and exiting. Mora-Sanchez was also advised one camera in the parking lot would be highly recommended.

The parking lot is located in the rear of the building and you gain access to the lot through the alley way. The sight line from the parking lot to the tavern is blocked by a 6' privacy fence that is in place for an enclosed back patio. No lighting for the back parking lot except for the lights mounted for alley way lighting. Lighting was not observed during the hours of darkness.

Mora-Sanchez was advised to keep windows free of signage for clean sight lines in and out of the tavern.

Mora-Sanchez stated he will hire contracted security for the tavern and have them work during peak times of operation. Mora-Sanchez stated he would have security patrol the parking as well.

Mora-Sanchez will be adding an office and locker space in the basement of the location. The basement will also be used as a storage area.

Mora- Sanchez was given contact numbers for District 6 office, Non-Emergency, and the CPU Office.

This concludes my report.

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	3		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MCFINAGIN LLC	BREW CITY TAP	MARK S SILBER, Agt	3105 W FOREST HOME AV	Class B Tavern License	80	10/10/2021, 7:00 PM	1
2	El Jimador Restaurant LLC	El Jimador Restaurant	JOSE D ALVAREZ HERNANDEZ, Agt	3447 W Forest Home AV	Class B Tavern License		7/29/2021, 7:00 PM	1
3	MILWAUKEE'S FIREHOUSE, LLC	MILWAUKEE'S FIREHOUSE PUB	COLLEEN C RUEDA, Agt	2758 S 35TH ST	Class B Tavern License	137	9/8/2021, 7:00 PM	1

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



Friday, February 05, 2021

Licenses Committee Notice of Hearing

MILWAUKEE'S FIREHOUSE LLC
5604 S 33rd St
Milwaukee, WI 53221

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License
Applications Requesting Bands, Instrumental Musicians, Disc Jockey, Patrons
Dancing, Karaoke, Jukebox, 1 Pool Table, and Amusement Machines
MORA SANCHEZ, Daniel, Agent
La Perla Tapatia Sports Bar at 2758 S 35th St

Date: 2/17/2021

Time: 10:50 AM

Location: The hearing before the Licenses Committee will take place virtually on Wednesday, February 17, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.



Friday, February 05, 2021

Licenses Committee Notice of Hearing

El Jalisciense Auto Sales Inc
1509 S Muskego Ave
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License
Applications Requesting Bands, Instrumental Musicians, Disc Jockey, Patrons
Dancing, Karaoke, Jukebox, 1 Pool Table, and Amusement Machines
MORA SANCHEZ, Daniel, Agent
La Perla Tapatia Sports Bar at 2758 S 35th St

Date: 2/17/2021

Time: 10:50 AM

Location: The hearing before the Licenses Committee will take place virtually on Wednesday, February 17, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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

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Friday, February 05, 2021



Notice of Public Hearing

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notice

MORA SANCHEZ, Daniel, Agent
La Perla Tapatia Sports Bar at 2758 S 35th St
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications
Requesting Bands, Instrumental Musicians, Disc Jockey, Patrons Dancing, Karaoke, Jukebox, 1
Pool Table, and Amusement Machines

Wednesday, February 17, 2021 at 10:50 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 2/17/2021 at 10:50 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@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 testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
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.
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.

OCCUPANT	MAIL ADDRESS	CITY, STATE ZIP
CURRENT OCCUPANT	2815 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2803 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3429 W FOREST HOME AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2812 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3429 W FOREST HOME AVE A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2809 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2800 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2806 S 35TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	2761 S 34TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3447 W FOREST HOME AVE	MILWAUKEE, WI 53215
blank	notice	

Total Records: 10

Radius: 250.0 feet and Center of Circle: 2758 S 35th 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:

Bar and Restaurant

Do you have any experience operating this type of business? No Yes If yes, explain:

2. Business Operations

- a. Proposed Opening Date: 10/1/20
- 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: Firehouse Pub, Tavern
- 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: Backyard Outside Smoking Area
- b. Number of Garbage Cans: Inside: 8 Locations: Bar area, Bathroom - Backroom
Outside: 4 Locations: Rear Parking Lot + Patio
- c. Is a crowd control barrier used? No Yes If yes, describe: Back Gate
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Eagle Dispal

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 20 and describe the parking security plan: Security Lights + Camaras
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: ALLEY
Security Lights + Camaras
- c. Will you have security personnel on premise? No Yes If yes, how many? 3-4 and answer the following:
What are their responsibilities? To Prevent incidents such as theft or violence
Is security equipment used? No Yes If yes, describe 4 Inside
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 8-10 and list locations: All Around
Outside OF Building Front, Side, Parking, Patio & Inside Front Bar & Stage Area
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>75</u> %	Food <u>25</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials (such as scrap metal) _____ %		

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 137 (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: corner
- c. Nearest Major Cross Street: 35th St - Forest Home Ave
- d. Describe Building: Free Standing Building Strip Mail Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: El Jaliscoense Auto Sales Inc Phone Number: 414-384-0834
 Building Owner Address: 1502 S Muskego Ave Milwaukee WI 53204

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	4 pm	12 AM	50-100	21 and over	
Monday	4 pm	12 AM	30-50	21 and over	
Tuesday	4 pm	12 AM	30-50	21 and over	
Wednesday	4 pm	2 am	30-50	21 and over	
Thursday	4 pm	2 am	30-50	21 and over	
Friday	4 pm	2 am	50-100	21 and over	
Saturday	4 pm	2 am	50-100	21 and over	

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 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)

Donal Moca

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: <u>La Perla Tapatia Sports Bar LLC</u>	
Premise Address: <u>2750 S 35th St Milwaukee WI 53215</u>	
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 checked="" type="checkbox"/> Own <input type="checkbox"/> Lease	
b) Who owns the fixtures (for example, coolers, etc.)? <u>Daniel Mora</u>	
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 \$ <u>0</u>	
e) Total amount paid for goodwill of the business \$ <u>0</u>	
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 _____ Ends _____	
b) Monthly rental \$ _____	
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input type="checkbox"/> Yes	
d) Does your lease allow for assignment to another party without the consent of the owner? <input type="checkbox"/> No <input type="checkbox"/> 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 occupancy 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

David Moran

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

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 2758 S 35th St Milwaukee WI 53215

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input checked="" type="checkbox"/> Amusement Machines
How many? _____ |
| <input checked="" type="checkbox"/> Bands | <input type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input checked="" type="checkbox"/> Pool Tables
How many? <u>1</u> | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input checked="" type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

PROMOTERS/SOUND AMPLIFICATION

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

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

LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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

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

Daryl Moca

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

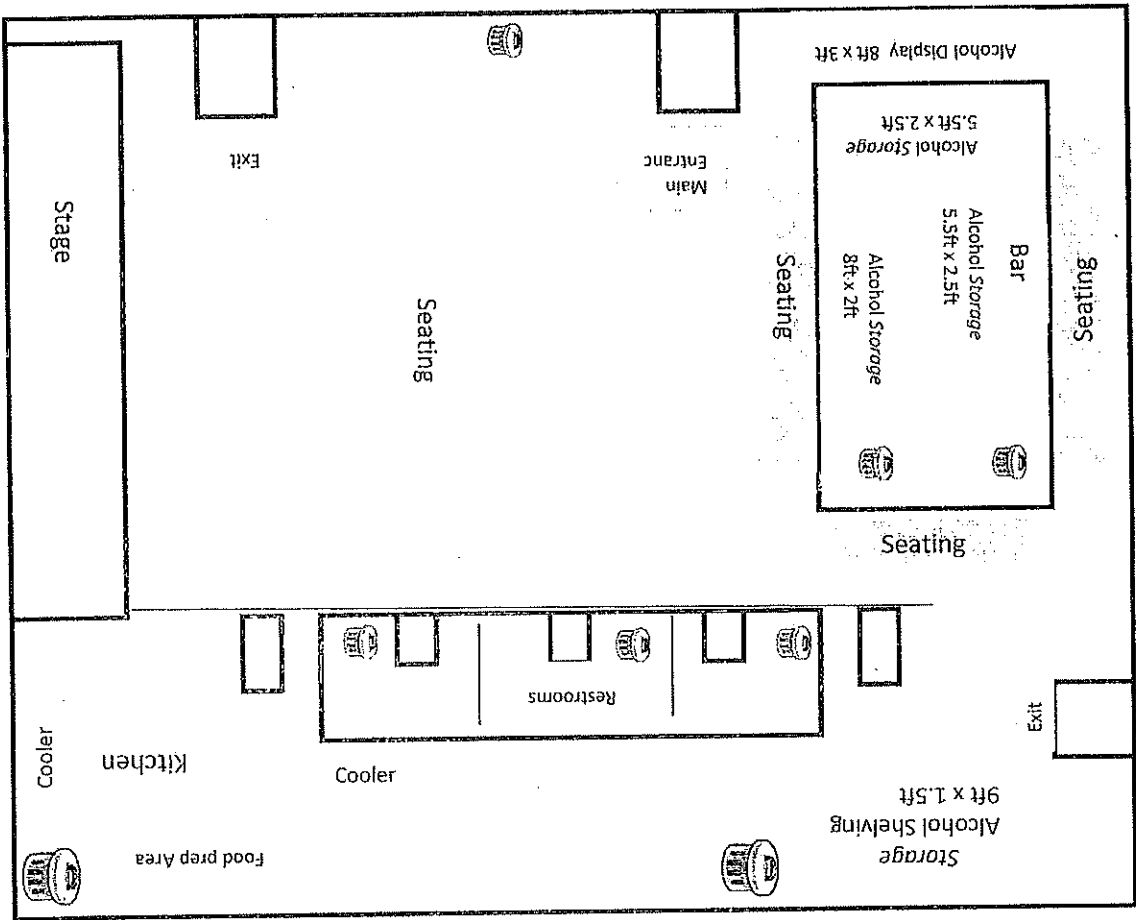
Office Use Only:

Initials: _____ Filed: _____ App: _____

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

2159.4 SF

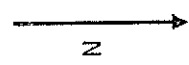
30.5ft



70.8ft



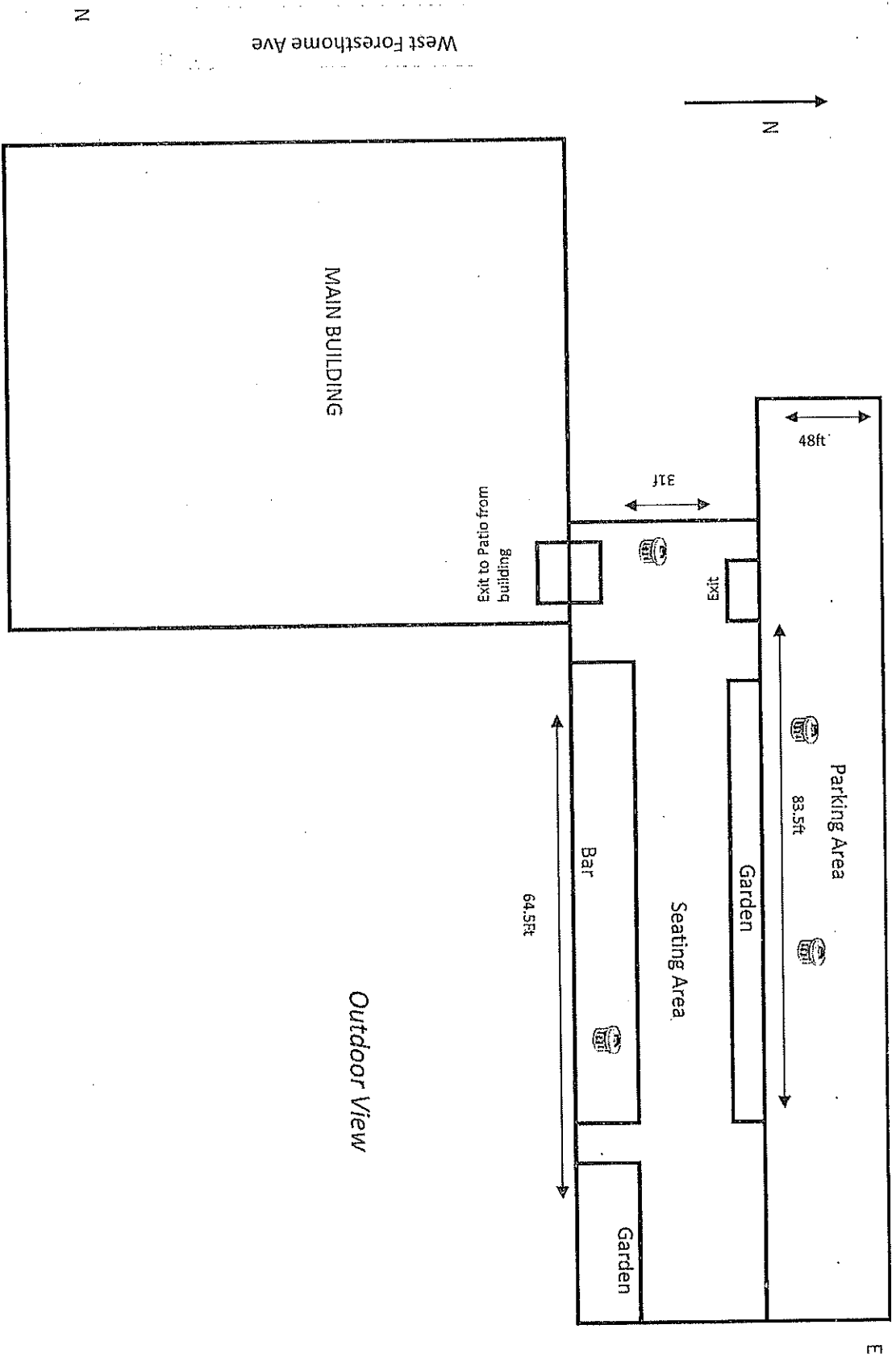
Trash Can



N

Indoor View

La Perla Tapatia Sports Bar LLC
 La Perla Tapatia Sports Bar
 Daniel Mora
 2758 S 35th St Milwaukee WI 53215



Outdoor View

South 35th St

W

La Perla Tapatia Sports Bar LLC
 La Perla Tapatia Sports Bar
 Daniel Mora
 2758 S 35th St Milwaukee WI 53215

West Foresthorne Ave

N

N

E

S