



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

Friday, January 15, 2016

COMMITTEE MEETING NOTICE

AD 12

RUDOLPH, Stuart E, Agent
RCW LLC
2354 N 59TH St

Milwaukee, WI 53210

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, January 26, 2016 at 10:15 AM

Regarding: Your Class B Tavern, Food Dealer's, Public Entertainment Premises, and Sidewalk Dining License Applications Requesting Bands, Comedy Acts, Poetry Readings, and Instrumental Musicians as agent for "RCW LLC" for "Lost Valley Cider Co" at 408 W FLORIDA St.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: _____

Jason Schunk

License Division Manager

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

Date:12/23/2015
Officer: Thomas Kline

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

Name of Premise: Lost Valley Cider CO.
Address: 408 W Florida Street #102
Phone: (207) 522-1110

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Rudolph, Stuart E.
Home Address: 2354 N 59th Street
City State Zip: Milwaukee, WI. 53210
Phone: (207) 522-1110
Email:

Preferred contact: Agent

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 12pm-9pm 24 hours Y N
Mon: Closed
Tue: Closed
Wed: 3pm-11pm
Thu: 3pm-11pm
Fri: 3pm-12am
Sat: 12pm-12am

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: #:
- Tobacco: Yes No #:
- Food: Yes No #:
- Other: Yes No Type: #:
- Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many 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. 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:
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: 30 days
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many: 2

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 Unknown until construction is complete
 26. What is the minimum number of employees that will be on premise 2
 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: 0
 33. How will they be deployed: Interior Exterior
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures will be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed? Employee at the door
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Renovation- \$100,000.00

Location under construction

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 12/03/2015
LICENSE TYPE: BTAVN
NEW:
RENEWAL:

No. 222039
Application Date: 12/02/2015

License Location: 724 North Milwaukee Street
Business Name: Carnivoras

Licensee/Applicant: Kaye, Eric T. (Change of Agent)
(Last Name, First Name, MI)

Date of Birth: 03/21/1975

Home Address: 9900 West Ridge Road
City: Hales Corners **State:** WI **Zip Code:** 53130
Home Phone: 612-719-2620

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

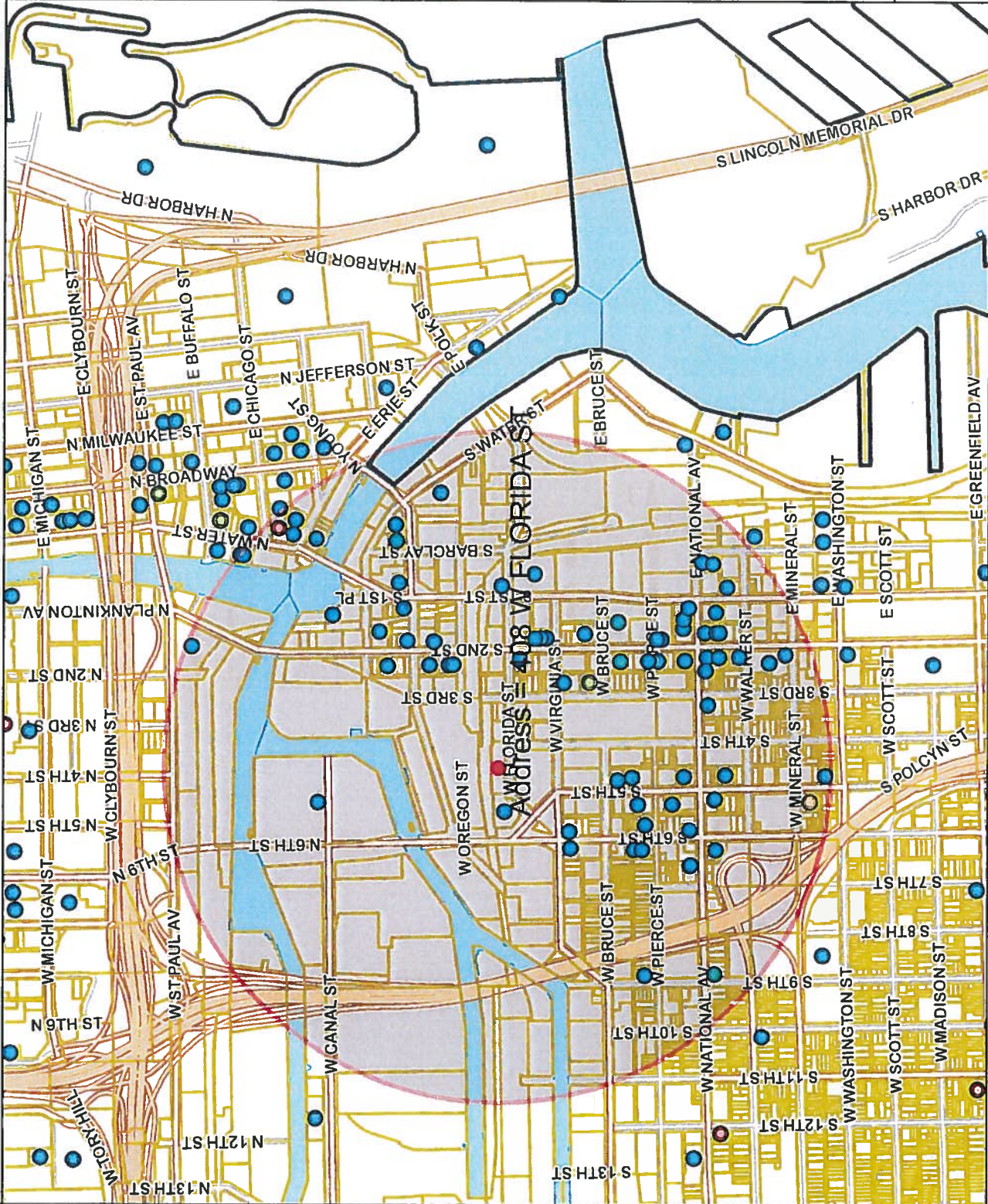
The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 10/02/2014 Omar L. Shaikh was cited at 811 North Jefferson Street in the city of Milwaukee for Presence of Minor at Licensed Establishment and Licensed Establishment-Exceeding Occupancy Limit. Omar L. Shaikh is listed on the application as 25% shareholder.

Charge	1:	Licensed Establishment-Exceeding Occupancy Limit
	2:	Presence of Minor at Licensed Premises
Finding	1:	Guilty
	2:	Guilty
Sentence	1:	\$2400.00 fine
	2:	\$7500.00 fine
Date	1:	12/05/2014
	2:	05/04/2015
Case	1:	14072873
	2:	14072874

Alcohol Concentration for 408 W Florida St

City of Milwaukee, Wisconsin



- Legend -

- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
 - Class A intoxicating liquor
 - Class A fermented malt beverage
 - Class A liquor and malt
 - Class B fermented malt beverage
 - Class B tavern
 - Class C wine retailer

- Notes -

Alcohol establishments within a .5 mile radius centered on 408 W Florida St on December 16, 2015



Department of Administration - ITMD



Map Scale: 1: 13,456

© City of Milwaukee, Wisconsin
Map Milwaukee: Property Information
Disclaimer
12/16/2015

License Summary:	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date	Total
Class A Fermented Malt Beverage Retailer's License	LA TROPICANA	SALWA B TALEB, SP	1011 S 37th ST	Class A Fermented Malt Beverage Retailer's License			2/10/2016	1
Class A Malt & Class A Liquor License	LA TROPICANA	VARINDER P BHATIA, APT	600-B S 31st ST	Class A Malt & Class A Liquor License			2/10/2016	2
Class B Fermented Malt Beverage Retailer's License	CIRCLE K LLC	William P McQuinn, APT	130 N WATER ST	Class B Fermented Malt Beverage Retailer's License			12/10/2016	3
Class C Wine Retailer's License	Central Standard Craft Distillery	Matthew J McQuinn, APT	613 S 2nd ST 609	Class B Fermented Malt Beverage Retailer's License			10/1/2016	4
	Shonee Coffee Roasting Co.	Eric A Tiesch, APT	224 W Bruce ST	Class B Fermented Malt Beverage Retailer's License			7/17/2016	5
	SHOPEE COFFEE	Eric A Tiesch, APT	358 S Broadway ST	Class B Fermented Malt Beverage Retailer's License			10/1/2016	6
	THE NATIONAL	Helen J Benton, APT	839 W NATIONAL AV	Class B Fermented Malt Beverage Retailer's License			5/18/2016	7
	Wine Makers On The River	Debra A Bertrand, APT	106 W Seeboth ST 103	Class B Tavern License	75		11/17/2016	8
	Blue Sings	Keith P Hartzels, APT	216 S 2nd ST	Class B Tavern License	25		7/15/2016	9
	AP CLUB, LLC	JAY K STAMATES, APT	814 S 2nd ST	Class B Tavern License	124		6/10/2016	10
	AP CLUB, LLC	PEGGY J MAGISTER, APT	700 S 2nd ST	Class B Tavern License	80		12/22/2015	11
	AP CLUB, LLC	Donnell D Ashley, APT	124 W NATIONAL AV	Class B Tavern License			7/17/2016	12
	AP CLUB, LLC	Tom Van Halbeek, APT	221 W Water ST	Class B Tavern License			8/13/2016	13
	AP CLUB, LLC	Souadaly Spononaga, APT	135 E National AV	Class B Tavern License			5/20/2016	14
	AP CLUB, LLC	Tom Van Halbeek, APT	116 S 5th ST	Class B Tavern License			12/10/2016	15
	AP CLUB, LLC	LESLIE A BARTOLO, APT	831 S 6TH ST	Class B Tavern License			7/5/2016	16
	AP CLUB, LLC	ANGEL M VELAZQUEZ, APT	434 S 2nd ST	Class B Tavern License	49		10/13/2016	17
	AP CLUB, LLC	ANGEL M VELAZQUEZ, APT	628 S 5TH ST	Class B Tavern License	48		12/17/2016	18
	AP CLUB, LLC	SANTIAGO S MERICADO, JR, ALFREDO MERCADO FRANCISCO / MERICADO JESUS S MERICADO	628 S 5TH ST	Class B Tavern License	359		12/17/2016	19
	AP CLUB, LLC	SANTIAGO S MERICADO, JR, ALFREDO MERCADO FRANCISCO / MERICADO JESUS S MERICADO	644 S 9th ST	Class B Tavern License	80		12/17/2016	20
	AP CLUB, LLC	RODRIGO R LOPEZ, APT	733-23 2nd ST	Class B Tavern License	198		12/17/2016	21
	AP CLUB, LLC	TOOD N KIDWASS, SP	607 S 3TH ST	Class B Tavern License	160		3/17/2016	22
	AP CLUB, LLC	REBECCA GOLDBERGER, APT	1244 WATER ST	Class B Tavern License	210	160 1st floor and patio	7/30/2016	23
	AP CLUB, LLC	JASON MONTA, APT	420 S 1ST ST	Class B Tavern License	320	50 2nd floor	12/17/2016	24
	AP CLUB, LLC	JASON MONTA, APT	420 S 1ST ST	Class B Tavern License	320		12/17/2016	25
	AP CLUB, LLC	THOMAS A MILLER, APT	539 W VIRGINIA ST	Class B Tavern License	144		6/30/2016	26
	AP CLUB, LLC	PEGGY J MAGISTER, SP	839 S 2ND ST	Class B Tavern License	62		5/27/2016	27
	AP CLUB, LLC	AUGUSTO P SANDRONI, JR, APT	217 W National AV	Class B Tavern License			9/3/2016	28
	AP CLUB, LLC	BEVERLY GONZALEZ DEL TORO, APT	636 S 6TH ST	Class B Tavern License			2/4/2016	29
	AP CLUB, LLC	LUIS M BELMONTES, SP	819 S 2ND ST	Class B Tavern License	80		3/23/2016	30
	AP CLUB, LLC	WILLIAM M WARDLOW, APT	131 W Seeboth ST	Class B Tavern License	80		5/12/2016	31
	AP CLUB, LLC	MICHAEL J KUHARSK, APT	211 S 2nd ST	Class B Tavern License			4/9/2016	32
	AP CLUB, LLC	JULIE A Waterman, APT	500 W FLORIDA ST	Class B Tavern License	550		7/27/2016	33
	AP CLUB, LLC	TIMOTHY J WIXOM, APT	605 W Virginia ST	Class B Tavern License	96		7/29/2016	34
	AP CLUB, LLC	Tua Thao, APT	231 S 2nd ST	Class B Tavern License	99		6/23/2016	35
	AP CLUB, LLC	Douglas R Komzak, APT		Class B Tavern License	99	1st floor and basement storage-480 2nd floor tavern and show lounge-200 Porion of lower level restaurant-90	4/17/2016	36
	LA CAGE ENTERPRISES, LLC	MICHAEL J JOST, APT	801 S 2ND ST	Class B Tavern License	815		12/17/2015	37
	LA FUENTE RESTAURANT	JOSE G ZARATE, APT	625-31 S 5TH ST	Class B Tavern License	579		5/24/2016	38
	LA MERENDA	AUGUSTO P SANDRONI, JR, APT	125 E NATIONAL AV	Class B Tavern License	146		11/17/2016	39
	LA PERLA RESTAURANT	JOHANN A ANTONI, APT	730-34 S 5TH ST	Class B Tavern License	117		10/17/2016	40
	Levy Restaurants at Harley Davidson	JOHN A URBAN, APT	813 S 1ST ST	Class B Tavern License	360		3/19/2016	41
	Levy Restaurants at Harley Davidson	ANNIE M CHAMPEAU, APT	401 W CANAL ST	Class B Tavern License	690	250 - Restaurant, 440 - Special Events Room	5/19/2016	42
	Levy Restaurants at Harley Davidson	Luis A Gonzalez, APT	624 W NATIONAL AV	Class B Tavern License	49		11/4/2016	43
	LUCA'S, LLC	ELIZABETHA BOENNING, APT	818 S 2ND ST	Class B Tavern License	150	93 inside, 57 out with 1 portable restroom	6/24/2016	44
	LUCA'S, LLC	SAUREL ASAD, APT	715-17 S 5TH ST	Class B Tavern License	370	2nd floor = 80, 1st floor = 240	4/4/2016	45
	Humor Lounge	Christopher Surper, APT	161 S 1ST ST	Class B Tavern License	150		5/21/2016	46
	Meraki	Linda Wickett, APT	338 S 1ST ST	Class B Tavern License	150		6/5/2016	47
	Meraki Social LLC	Maissa L Weier, APT	919 S 2nd ST	Class B Tavern License			7/10/2016	48
	Meraki Restaurant	Andrew H Miller, APT	240 E Pittsburgh AV	Class B Tavern License			7/29/2016	49
	Meraki LLC	Benjamin S Mahayo, APT	430 S 2nd ST	Class B Tavern License	49		8/17/2016	50
	Noble Provisions, LLC	David J Cederini, APT	255 S Water ST	Class B Tavern License	50		9/19/2016	51
	Noble Provisions, LLC	David J Cederini, APT	704 S 2nd ST	Class B Tavern License	75		7/5/2016	52
	Passion Bar LLC	Crystal G LaRocca, APT	825 S 6TH ST	Class B Tavern License			4/1/2016	53
	Pritzlaff Redevelopment, LLC	Crystal G LaRocca, APT	143 W St Paul AV	Class B Tavern License			5/21/2016	54
	Pritzlaff Redevelopment, LLC	Kendall G Brumby, APT	811 W NATIONAL AV	Class B Tavern License	306	325 N Parkington - 315, 333 N Parkington - 600	5/21/2016	55
	Reyna's Events & Mexican Restaurant	ROSE A BILLINGSLEY, APT	255 S 2ND ST	Class B Tavern License	150		4/27/2016	56
	Reyna's Events & Mexican Restaurant	STEPHANIE L SCHNECK, APT	255 S 2ND ST	Class B Tavern License	150		7/30/2016	57
	Reyna's Events & Mexican Restaurant	JEFF BROWER, APT	255 S 2ND ST	Class B Tavern License	150		4/9/2016	58
	Reyna's Events & Mexican Restaurant	SHAKERS CIGAR BAR & WORLD CAFE	255 S 2ND ST	Class B Tavern License	174		6/14/2016	59
	Reyna's Events & Mexican Restaurant	ROBERT G WEISS, APT	255 S 2ND ST	Class B Tavern License	144		10/17/2016	60
	Reyna's Events & Mexican Restaurant	TIMOTHY J DIXON, APT	420 S 2ND ST	Class B Tavern License	50		6/29/2016	61
	Reyna's Events & Mexican Restaurant	FEROME L STENSTRUP, APT	800 S 2ND ST	Class B Tavern License	136	1st floor - 99, 2nd floor - 150	11/17/2016	62
	Reyna's Events & Mexican Restaurant	CAROL R RUBITSKY, APT	401 S 2ND ST	Class B Tavern License	290		3/7/2016	63
	Reyna's Events & Mexican Restaurant	SURG ON THE WATER	102 N WATER ST	Class B Tavern License			3/7/2016	64
	Reyna's Events & Mexican Restaurant	ANGEL M VELAZQUEZ, APT	606-608 S 5TH ST	Class B Tavern License			3/27/2016	65
	Reyna's Events & Mexican Restaurant	Mik Lauba	500 S 3rd ST	Class B Tavern License			9/17/2016	66
	Reyna's Events & Mexican Restaurant	David P Magrasso, APT		Class B Tavern License			Null	67

Business Name	Owner Name	Address	License Class	Count	Expiration Date
The Chef's Table LLC	David P. Magnasco, Agt	500 S 3rd ST	Class B Tavern License		9/13/2016
The Chef's Table LLC	David P. Magnasco, Agt	500 S 3rd ST	Class B Tavern License		9/13/2016
The Chef's Table LLC	Miguel A. Martinez, Agt	828 S 1st ST	Class B Tavern License		4/16/2016
The Flow DJ's Entertainment LLC	LUIS D GARCIA, Agt	309 W National AV	Class B Tavern License	49	6/30/2016
The Red Arrow Bar, LLC	ARTHUR R. GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	12/3/2016
THE SALOON, LTD	Gerard A. Osuna, Agt	131 W Seaboth ST	Class B Tavern License		10/22/2016
The Seaboth LLC	ELIZABETH J. KUJAWA, Agt	739 S 1ST ST	Class B Tavern License	180	4/16/2016
THE TRIPLE BELT CORPORATION	MICHELLE R. HOFF, Agt	703 S 2ND ST	Class B Tavern License	49	4/16/2016
THE V BAR, LLC	JAMES D. DRAGOLOVICH, SP	1024 S 5TH ST	Class B Tavern License	99	4/16/2016
Theatre Unchained	WILLIAM K. TRESSLER, Agt	222 E ERIE ST 100	Class B Tavern License	300	4/16/2016
TRESSLER THIRD WARD, LLC	Leeland T. Guik, Agt	196 S 2nd ST	Class B Tavern License	80	8/4/2016
Two Nephews One Uncle, LLC	Josh Hinz, Agt	643 S 2nd ST	Class B Tavern License		11/2/2016
Vari Gallery & Studios	PAUL J. MONGAL, Agt	102C N WATER ST	Class B Tavern License	41	4/10/2016
Wunderjakt Enterprises, LLC	TERRY M. ZADRA, Agt	120 W National AV	Class B Tavern License	270 92 - First floor, 178 - Beer Garden	4/10/2016
WIND THIRD WARD, LLC	STEFANI JANSIC, Agt	436-38 S 2ND ST	Class B Tavern License	160	5/24/2016
Wunderjakt Enterprises, LLC	BRIAN C. ZARLETTI, Agt	223 N WATER ST	Class B Tavern License	160	10/1/2016
ZAD'S, INC	Matthew J. McClutchy, Agt	158 S Barclay ST	Class C Wine Retailer's License		7/22/2016
ZARLETTI, LLC	Eric A. Resch, Agt	819 W NATIONAL AV	Class C Wine Retailer's License		11/1/2016
Gluch Corp	Heidi J. Benton, Agt				
Girl Corporation					
THE NATIONAL, LLC					



Friday, January 15, 2016

Licenses Committee Notice of Hearing

Florida Lofts LLC
408 W FLORIDA St

Milwaukee, WI 53204

Date: 1/26/2016
Time: 10:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer's, Public Entertainment Premises, and Sidewalk Dining License Applications Requesting Bands, Comedy Acts, Poetry Readings, and Instrumental Musicians
RUDOLPH, Stuart E, Agent
Lost Valley Cider Co at 408 W FLORIDA St

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.

If you have any questions, please call (414) 286-2238.





Friday, January 15, 2016

Licenses Committee Notice of Hearing

Florida Lofts LLC
122 W Washington Ave #101

Madison, WI 53703

Date: 1/26/2016
Time: 10:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer's, Public Entertainment Premises, and Sidewalk Dining License Applications Requesting Bands, Comedy Acts, Poetry Readings, and Instrumental Musicians
RUDOLPH, Stuart E, Agent
Lost Valley Cider Co at 408 W FLORIDA St

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.

If you have any questions, please call (414) 286-2238.





Friday, January 15, 2016



Notice of Public Hearing

RUDOLPH, Stuart E, Agent

Lost Valley Cider Co at 408 W FLORIDA St

Class B Tavern, Food Dealer's, Public Entertainment Premises, and Sidewalk Dining License Applications Requesting Bands, Comedy Acts, Poetry Readings, and Instrumental Musicians

Tuesday, January 26, 2016 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 1/26/2016 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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

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

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

CURRENT RESIDENT	408 W FLORIDA ST 518	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 519	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 520	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 601	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 602	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 603	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 604	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 605	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 606	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 607	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 608	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 609	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 610	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 611	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 612	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 613	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 614	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 615	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 616	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 617	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 618	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 619	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 620	MILWAUKEE, WI 53204-1567
CURRENT RESIDENT	408 W FLORIDA ST 701	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 702	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 703	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 704	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 705	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 706	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 707	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 708	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 709	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 710	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 711	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 712	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 713	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 714	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 715	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 716	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 717	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 718	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 719	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	408 W FLORIDA ST 720	MILWAUKEE, WI 53204-1568
CURRENT RESIDENT	412 S 4TH ST	MILWAUKEE, WI 53204-1501
CURRENT RESIDENT	418 S 4TH ST	MILWAUKEE, WI 53204-1501

Total Records: 101

Radius: 250.0 feet and Center of Circle: 408 W Florida ST



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 11/16/15

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 Establishment Filling Station
 Self Service Laundry Rooming House Hotel/Motel Massage Establishment
 Other (supplemental application for specific license also required)

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

CIDER BAR WITH SIDEWALK CAFE

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

2. Business Operations

- a. Proposed Opening Date: FEB 15, 2016
- 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: YOGA STUDIO + FITNESS GYM

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

- f. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- g. Number of Garbage Cans: Inside: 4 Locations: BEHIND BAR (3) BY ENTRANCE (1)
Outside: 1 Locations: BY PATIO
- h. Is a crowd control barrier used? No Yes If yes, describe: _____
- i. How many restrooms are on the premises? ONE EACH GENDER
- j. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____
Describe parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe loading area security plan _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____
What are their responsibilities? _____
Is security equipment used? No Yes If yes, describe _____
List their licensing, certification, or training credentials _____
Will there be security cameras? No Yes If yes, where? ABOVE BAR CASH REGISTER
Will searches/identification verification be conducted upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>95</u> %	Food <u>5</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: _____ Rooming House: Number of Floors: _____
 Number of Rooms: _____ 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: SIDEWALK CAFE

8. Legal Capacity (only if a Type 1 premises in #6 above)

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

9. Premises Description

d. 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: _____

e. Describe Location: Major Thoroughfare Secondary Street Other: _____

f. Nearest Major Cross Street: 6th St

g. Describe Building: Free Standing Building Strip Mall Other: _____

h. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____

i. Describe Surrounding Area: Commercial Residential Industrial Other: _____

j. Building Owner Name: FLORIDA LOFTS LLC Phone Number: 608-255-5175

Business Owner Address: 122 W. WASHINGTON AVE, SUITE 350, MADISON, WI 53703

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

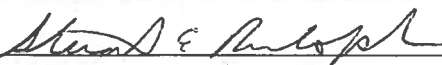
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	NOON	9 PM	150	21+	NONE
Monday	CLOSED	CLOSED	-	-	-
Tuesday	CLOSED	CLOSED	-	-	-
Wednesday	3 PM	11 PM	150	21+	NONE
Thursday	3 PM	11 PM	150	21+	NONE
Friday	3 PM	MIDNIGHT	200	21+	NONE
Saturday	NOON	MIDNIGHT	250	21+	NONE

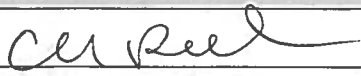
Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12 a.m. and 5 a.m.

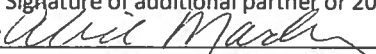
Entertainment Indoor Closing Hours : If alcohol beverage establishment, same as alcohol license hours.
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours : 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday,
unless otherwise approved by Common Council in licensee's plan of operation.

11. Signature(s)


Sole Proprietor, Partner, Agent, or 20% or more Shareholder

→ 
Signature of additional partner or 20% or more Shareholder

→ 

See Application Information for a list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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>RCW LLC</u>
Premise Address: <u>408 W. FLORIDA ST, SUITE 102, MILWAUKEE, WI 53204</u>
Proximity of Premises to Church, School, Daycare Center or Hospital
Is there at least 300 feet between the building and any church, school, daycare center or hospital? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
"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 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 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: _____
Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must:
a) Be in the same legal entity name as that apply for the license
b) Reflect the same address as the premises address on this application
c) Reflect current dates and
d) Be signed by the lessor/seller and lessee/buyer
Property Information (new & transfer applicants only)
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>NONE</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>1,827/mo.</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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes

See Application Information for a list of all required application forms.

Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins 07/8/15 Ends 2/28/21
- b) Monthly rental \$ 1,827
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 5 years
- 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 NNN to cover insurance, property taxes
- 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): _____

Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 11 day of Dec, 2015

Cathy J. Beaver
(Clerk/Notary Public)

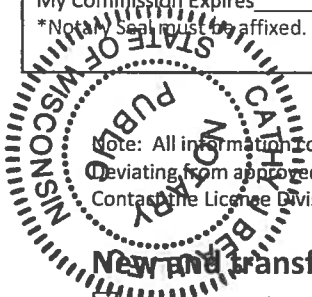
My Commission Expires 12-6-19

*Notary Seal must be affixed.

Shirley E. Rudolph
Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

→ Chel Reed
Additional partner or 20% or more shareholder

→ Chris Mach



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 premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- 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

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

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

WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

No Yes, describe: _____

LEGAL CAPACITY OF PREMISES

479 (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: 79. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

WILL SOUND AMPLIFICATION EVER BE USED?

No Yes, describe: PA 200 AMPs

DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read **And Initial** Each Item Confirming Your Understanding:

- WC 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.
- WC I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- WC 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.
- WC 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.

Entertainment Indoor Hours – Alcohol beverage establishment: same as alcohol license hours.
Non-alcohol establishment: 10:30am to 1:00 am Sun to Thurs; 1:30 am Fri-Sat
Entertainment Outdoor Closing Hours – 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday; unless otherwise approved by Common Council.

NOTARIZED SIGNATURES OF APPLICANTS

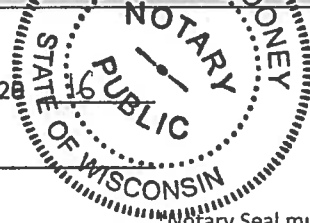
SUBSCRIBED AND SWORN TO BEFORE ME

This 8TH day of JANUARY, 2016

[Signature]
(Clerk/Notary Public)
My Commission Expires 3-6-16

[Signature]
Agent/Owner/Partner

[Signature]
Additional Owner/Partner



Notary Seal must be affixed.

Office Use Only: Initials: JAE Filed: 1/8/16 App: 223197

Check if only PEP (must be heard w/in 60 days) Granted _____ License # _____



Sidewalk Dining Facility Supplemental Application

ccl-side1 4/16/15

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

Business Operations

Check one:

Currently hold Food/Alcohol license(s) # _____

Also applying for Food/Alcohol license(s) at this time

Sidewalk Dining Facility will operate from: Start Date MARCH 1st to End Date NOV 15th

Will any food prep be done outdoors? No Yes If yes, describe: _____

and also complete the "Request To Modify Food Establishment/Food Operational Plan" and submit with this application

What type of security will be provided? Same as Food or Alcohol Other: _____

Will any sidewalk dining facility improvements be physically attached to public structures? No Yes

If yes, describe: _____

Property Owner

Check one:

Applicant owns the property

Property Owner's Information/Signature:

Name: FLORIDA LOFTS LLC Phone Number: 608-255-5175

Address: 127 W. WASHINGTON AVE #101, MADISON, WI 53703

Property Owner's Signature (if other than the applicant) _____

Detailed Floor Plan

Please read all instructions before preparing the plan.

• You are required to submit a separate floor plan showing only the sidewalk café, including the information below, in addition to any floor plan required as part of an alcohol beverage or food dealer license application.

• If you do not submit a sidewalk dining facility permit at the same time as your food or alcohol license application and you wish to add them later you will be subject to the permanent extension fee and a new application process.

• The plan must be filed on 8 1/2 x 11 inch size paper. Handwritten plans are acceptable. Plans do not need to be architectural drawings and need not be to scale.

THE PLAN MUST INCLUDE ALL OF THE FOLLOWING:

- Dimensions of the sidewalk seating area (length and width)
- Total square feet of the sidewalk seating area (length X width)
- The curb line, property line and building face
- All items (tables, chairs, benches, planters, server stations, umbrellas, heating lamps, other furniture or fixtures.)
- Mark the North point (N↑) on each page
- The current date
- Business name (Legal entity and trade name), premise address, premise phone number
- Agent's name (contact person) and phone number

Additional Forms Needed

- Business License Application (ccl-busapp) - only one copy needed if submitting with other license applications
- Business Plan of Operation (ccl-busplan) - only one copy needed if submitting with other license applications
- Sidewalk Dining Facility Certificate of Insurance (ccl-side4)
- Request To Modify Food Establishment/Food Operational Plan (if food prep outdoors)

Office Use Only:

Initials JK Filed 12/16/15 App # 223177 Floor Plan Recd Insurance Recd
Food Prep Outdoors No Yes if yes, Modification Form Recd and Queue to HD



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:	RCW LLC
Premises Address:	408 W. FLORIDA ST, SUITE 102
1. Application Type	
Is this a new food business or are you taking over a food business which is currently operating?	
<input type="checkbox"/> Taking over a currently operating, licensed food business <input checked="" type="checkbox"/> New business (includes taking over a closed food business)	
Will you be sharing kitchen space with another food establishment?	
<input type="checkbox"/> Yes, I intend to rent space in my kitchen to other food businesses <input type="checkbox"/> Yes, I am renting space from another food business which will also be using the kitchen* <input checked="" type="checkbox"/> No, I will be the only food business using the space	
*If renting space in a commercial kitchen with another operator, a completed and signed Shared Kitchen Agreement is required. The form is available at www.milwaukee.gov/license	
Provide a brief description of the food establishment.	
CIDER BAR WITH SIDEWALK CAFE	
Attach a copy of your menu or general listing of the types of food products that will be sold. Indicate what information you will be including:	
<input type="checkbox"/> Menu <input checked="" type="checkbox"/> List of the types of products (for example: packaged foods, deli case, meat department)	
What is the anticipated opening date or date of change of ownership: FEB 15, 2016	
PRE-PACKAGED POPCORN, CHIPS & NUTS, ALL FOODS PRE-PACKAGED	
2. Construction, Remodeling and Equipment	
Are any construction, remodeling or equipment changes planned? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If no, skip to section 3.</i>	
Scope of the planned project?	
<input checked="" type="checkbox"/> New construction or conversion of an existing structure to be used as a food establishment <input type="checkbox"/> Renovation/remodeling of a food establishment, which may or may not include equipment changes <input type="checkbox"/> Renovation/remodeling limited to the installation/change/replacement of food equipment	
Provide a brief summary of the proposed construction, remodeling and/or equipment change:	
CONVERT UNFINISHED SPACE INTO CIDER BAR	
Note: Building permits may be required. Contact the City of Milwaukee Development Center.	
Date alterations/changes planned to begin: 1/15/16	
Name, address and phone number of architect:	
THE LIVING SPACE DESIGN CO., 9055 51st St, SUITE J, BROWN DEER, WI 53223	
Name, address and phone number of general contractor:	
RYAN STRYCKER, 414-803-2952, 1950 S. HILBERT ST, MILWAUKEE, WI 53204	

3. Premises Description

Will food be prepared/sold at a single site or at multiple sites? (multiple site example: a hotel with multiple dining rooms or bars):

Single Multiple

- If multiple sites will be used, how many separate sites will be used?

List all sites and briefly describe the nature of the food activities at each site:

Are any outdoor operations planned? Yes No

- If yes, what activities will be conducted outdoors (check all that apply):

Bar Cooking/Grilling Dining – Patio Dining – Sidewalk (DPW permit required) Storage

Other, Specify

Is seating provided on site for dining? Yes No

- If yes, are there additional banquet facilities other than the main dining area? Yes No

Total square footage of the establishment (exclude space used for other purposes other than food)

Number of Full Time Employees

Number of Part Time Employees

4. Business Type

Select the one that best describes the proposed business:

Bed & Breakfast

Community Food Program – A meal site or food pantry where food is provided free of cost to persons in need, or to organizations serving persons in need.

Distiller or Brewer – Facility primarily engaged in the production of alcohol beverages.

Food Distributor – A business that transports food for sale to retail and wholesale establishments, and does not prepare any food items

- Is food stored on site? Yes No

Food Manufacturer – A commercial operation that produces, packages, labels, or stores food, but primarily does not provide food directly to a consumer. Food is sold to distributors, retailers or restaurants. There may be a small retail store onsite where only the manufacturers products are sold, but the majority of product is sold to other licensed food establishments.

- Is there a retail store onsite? Yes No

Food Store – An establishment in which the majority of food sales consist of beverages or multi-serving food products requiring further preparation prior to consumption. Examples of food stores include bakeries, grocery stores, convenience stores, coffee shops, liquor stores. Food stores include businesses whose primary business is other than food (book store, pharmacy, etc.), but offer convenience food items.

- If a food store, are you considered a convenience food store (see definition below)? Yes No

A convenience food store contains less than 5,000 sq. ft. of retail sales space AND has as its primary business the sale of basic food items and in addition sells household products. Basic food items may include, but are not limited to, milk and dairy products, bread products, prepared sandwiches, frozen entrees, refrigerated food and baby food. Household products may include, but are not limited to, cleaning products, paper products, baby products and pet food.

School Lunch Program – Lunch program operated by an outside contractor. (If directly operated by the school, this license is not needed.)

Restaurant – An establishment in which the majority food sales consist of meals or other items ready for immediate consumption.

Shared Kitchen, Commissary or Base – A commercial kitchen used for the production of food to be served or sold at another location; a base of operations for a food peddler, caterer or seasonal market vendor.

- Will meals make up greater than 50% of your sales? Yes No

4. Business Type (Continued)

Type of sales (check all that apply, even if it reflects a small percentage of the proposed business)

- Made directly to the general public or end consumer (includes internet sales)
- Made to other food establishments (wholesaler, distributors, retail or restaurants) who will resell your product(s)

What percentage of your planned food sales will be meals versus grocery items?

100 % from meals (ready-to-eat food)

0 % from grocery items (foods typically requiring preparation before serving, includes typical grocery items, beverages, bakery items and raw produce)

Will customers be able to purchase food through a drive through? Yes No

Will customers be able to purchase food from a self-service salad or food bar? Yes No

Will food be prepared on site and then transported for sale or consumption at another location? Yes No

If yes, check all the reasons why the food will be transported:

- Catering
- Delivery
- Base for Mobile Food Peddler
- Base for temporary or seasonal food stand

Other-Describe:

5. ISSUANCE OF LICENSE

Will any alcohol or intoxicating beverages be sold at the establishment? Yes No

If yes, what type of license do you have or will you be applying for?

- Class A fermented malt beverage license
- Class B fermented malt beverage licenses
- Class C wine license
- Class A liquor license
- Class B liquor license

If yes, if your food license is approved prior to the alcohol license, when would you like the food license issued?

- Immediately so you can open your food business
- At the same time as the alcohol license

6. AFFIRMATION OF UNDERSTANDING – PERMIT NEEDED TO OPERATE

Read and initial each item confirming your understanding:

- SR I understand that an inspection and sign off by the Health Department is required before my permit may be issued.
- SR I understand that the Health Department will review my application and will update the application based on what is observed during my onsite inspection. My representative onsite at the time of inspection must have the authority to approve corrections to my application.
- SR I understand that an occupancy permit must be issued and an inspection may be required from the Department of Neighborhood Services before my permit may be issued.
- SR I understand that the Department of Neighborhood Services must sign off on my application with the License Division before my permit may be issued.
- SR I understand the local council member must approve or deny my request before my permit is eligible to be issued. If denied, I understand that I may appeal and be scheduled for a hearing before the License Committee of the Common Council.
- SR I understand that the License Division must have proof of payment for the associated permit fees before my permit may be issued.
- SR I understand that all of the above must be complete before my permit is eligible to be issued.
- SR I understand that the license for which I am applying must be issued and posted in my business premises prior to opening for business.

RCW LLC, AGENT
I, STUART RUDOLPH, will not operate my food business, until the permit has been issued and posted in the establishment.
Name of Applicant

Signature of Applicant: Stuart E Rudolph Date: 12/11/15

EMERGENCY EXIT

BATHROOMS

OFFICE

22x5 DISPLAY ALCOHOL

2x10 DISPLAY ALCOHOL

BAR

T-TRASH CAN

ALCOHOL BUILT-IN DISPLAY w/ REFRIG COOLER

2x12

ALCOHOL BUILT IN DISPLAY

2x12

TASTING TABLE

2x4 ALCOHOL

TALL COOLER 1 TALL COOLER 2

2 1/2

CHAIRS

BENCHES

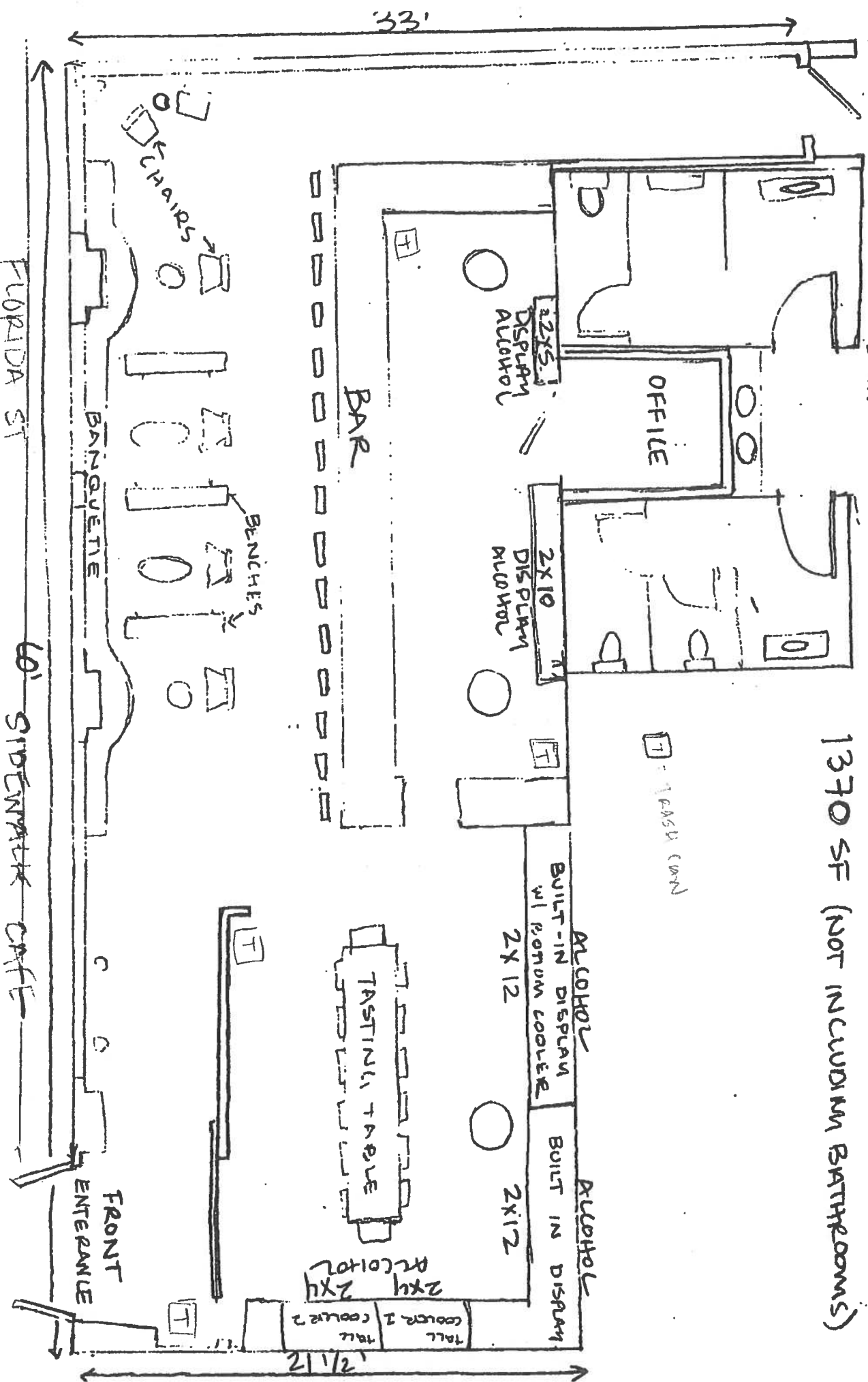
BANQUETTE

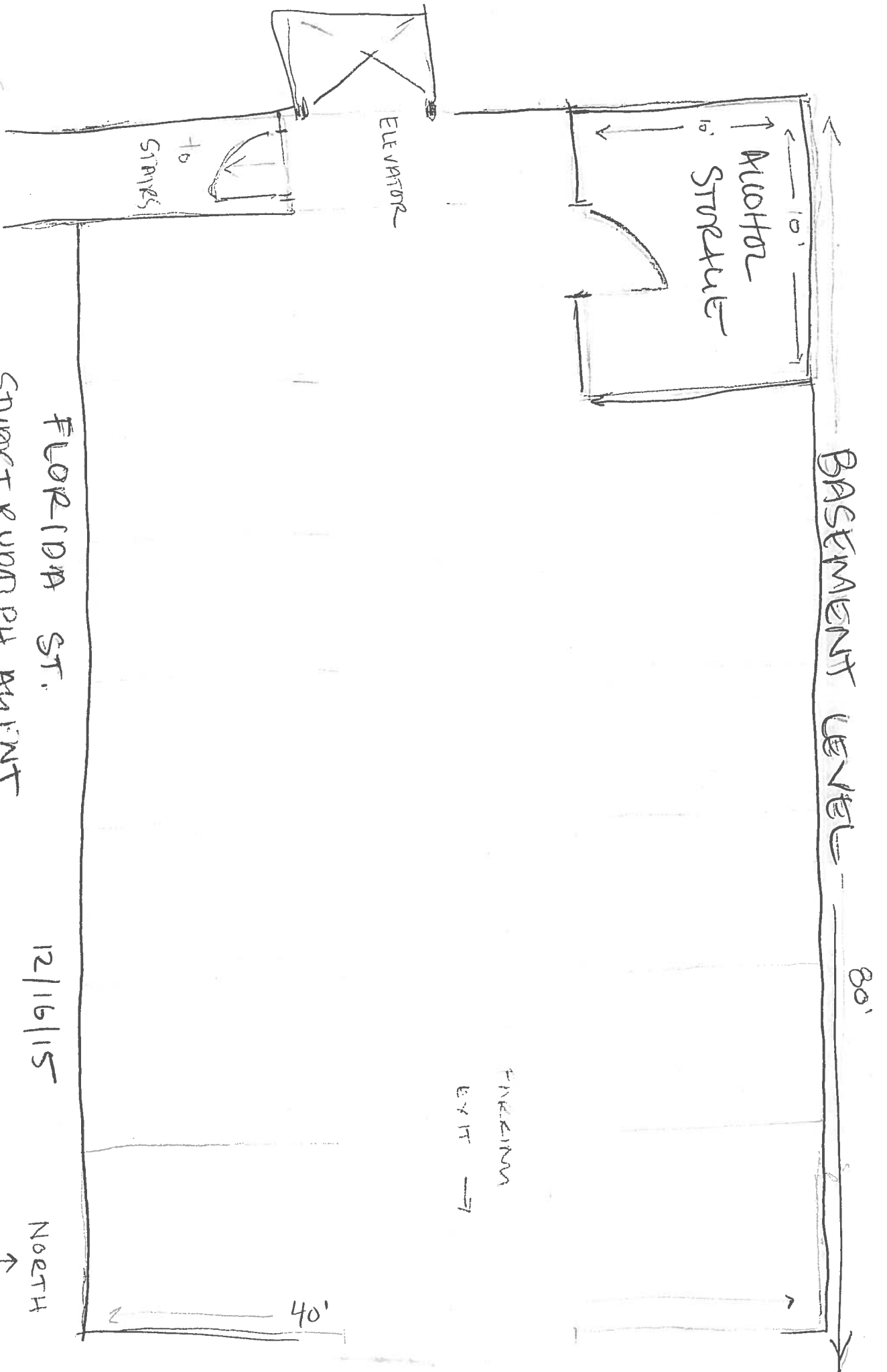
FLORIDA ST

60' SIDEWALK CAFE

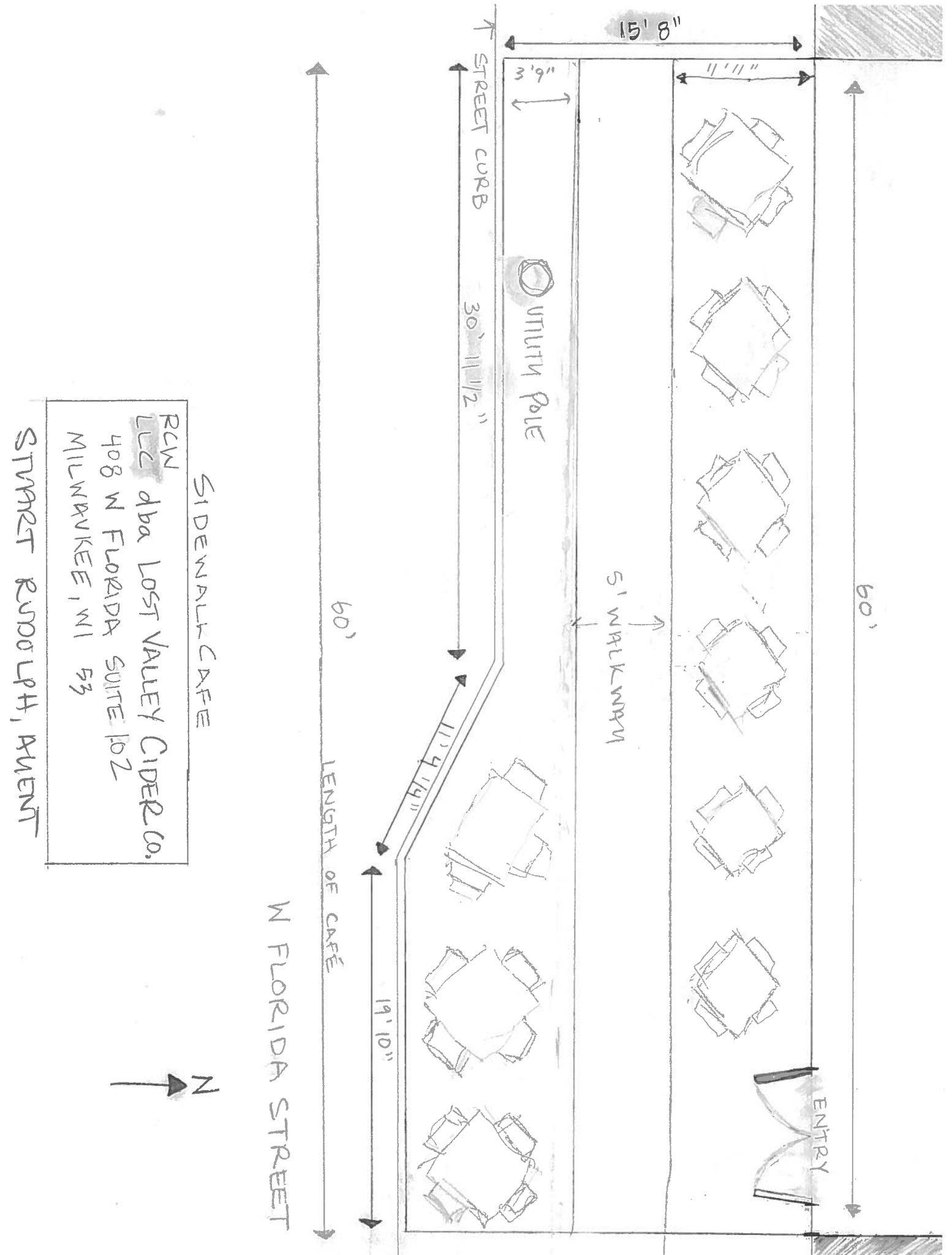
FRONT ENTRANCE

STUART RUDOLPH, AGENCY
RCM LIC dba LOST VALLEY CIDER CO.
408 W FLORIDA ST SUITE 102
12.9.2015
1370 SF (NOT INCLUDING BATHROOMS)





FLORIDA ST.
 SURETY RUBBER, AGENCY
 RLM LLC dba LOST VALLEY CIDER CO.
 10' x 10' BASEMENT SURFACE
 408 W FLORIDA ST





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

Friday, January 15, 2016

COMMITTEE MEETING NOTICE

AD 12

CARMEN L COSSY LEON

2304 W Burnham St

Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, January 26, 2016 at 10:15 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Patrons Dancing, 1  Table, and 2 Amusement Machines for "Pacifico" at 2492 S 13th St.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: _____



Jason Schunk

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: 11/06/15
Officer: Efrain Cornejo

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

Name of Premise: Pacifico
Address: 2492 S 13th St
Phone: pending

Owner: Carmen L Cossy-Leon
Owner address: 2304 W Burnham St
City State Zip: Milwaukee, WI 53204
Owner Phone: (414) 795-1981
Owner email:

Licensee/Agent: Carmen L Cossy-Leon
Home Address: 2304 W Burnham St
City State Zip: Milwaukee, WI 53204
Phone: (414) 795-1981
Email:

Preferred contact: Carmen Cossy-Leon

Location currently open: YES NO

Projected open date: December 2015

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

Hours of Operation: Sun: 6AM-2AM
Mon: 11AM-2AM
Tue: 11AM-2AM
Wed: 11AM-2AM
Thu: 11AM-2AM
Fri: 11AM-2:30AM
Sat: 11AM-2:30AM
24 hours Y N

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

Alcohol: Yes No Class: #:
Tobacco: Yes No #:
Food: Yes No #:
Other: Yes No Type: #:
Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many³
 - 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:
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:
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many:

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
24. Cameras located in parking lot Yes No How many

Interior Survey:

25. What is the planned/posted capacity planned 25
26. What is the minimum number of employees that will be on premise 1
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: 1
33. How will they be deployed: Interior 1 Exterior
34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
35. Will the security be managed by business or contracted
36. Will they be armed Yes No
37. What type of security measures will be used:
Wanding/metal detector
ID Scanner
Dress Code No hats
Cover Charge
Age restriction
Other
38. When at capacity, how will the overflow crowd be managed? Applicant will have security monitor capacity and will have customers wait outside until someone leaves.
39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Applicant stated she will be installing a surveillance system of at least 4 cameras. She stated the cameras will cover the entrance/exit doors and the register. Applicant stated she has a large backyard that she will use for a smoking section. I advised her to monitor the smoking crowd noise and place a cigarette butt dispenser. The business is being remodeled and there was saw dust on the floor.

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 02/04/2014

LICENSE TYPE: BTAVN

No. 179414

NEW:

Application Date: 02/04/2014

RENEWAL: X

Expiration Date:

License Location: 2492 S 13th Street

Aldermanic District:12

Business Name: El Azteca Bar

Licensee/Applicant: Terrones, Jose L

(Last Name, First Name, MI)

Date of Birth: 09/12/60

Male: X

Female:

Home Address: 2545 S 15th Street

City: Milwaukee

State: Wi

Zip Code: 53215

Home Phone: (414) 882-0055

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

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

1. On 11-7-04, at 11:20PM, officers conducted a premises check at Primo's Place, 1631 W Grant Street. Upon arrival they observed the back and only exit door of the tavern locked during hours of operation. Also, no occupancy placard was posted, as required. Officer spoke to the bartender who told officers he was in charge while his brother the licensee, was in Mexico for the holidays.

Bartender, Jose L Terrones-Valdivia was issued the following

Charge	:	a. Posting of Occupancy Capacity
		b. Safe Egress from All Entrance Doors
Finding	:	a. Guilty
		b. Case Dismissed
Sentence	:	a. \$343.00
Date	:	Both on 2-18-2005
Case	:	a. 04130867
		b. 04130868

2. On 07-23-06, Milwaukee Police were dispatched to 2492 S 13th Street for a Trouble with Subject call. The complaint stated that subjects in the tavern were using drugs. Investigation revealed two patrons in the bar with one subject possessing cocaine. This subject was arrested and charged with POCS-Cocaine and the other patron was arrested on an outstanding warrant. Officers did speak with the licensee, Jose Terrones, who stated he was unaware that drugs were being used in his tavern. No other violations were found.
3. On 08-07-06, Milwaukee Police conducted a tavern check at 2492 S 13th Street, El Azteca Bar. Officers observed a patron in the rear of the bar with a dollar bill containing a white powdery substance that the patron was inhaling. Once he saw officers, the subject dropped the dollar bill and tried to leave the area. Officers conducted a field interview and recovered the dollar bill with white powder residue on it. This subject was arrested and charged with POCS-Cocaine. Officers spoke to the licensee Jose Terrones, who was on scene, regarding the drug use in the tavern. No other violations were found.

=====

4. On 06/10/07 at 1:55 am, Milwaukee police were dispatched to 2492 S 13th Street for Subject With Gun complaint. Investigation revealed a bar patron became disorderly and was provoking other patrons into fighting him. The bartender, identified as Jessica Villarreal, served the patron a bottle of beer when this patron placed in his pocket. Villarreal stated this patron was asked to leave and as he was walking out of the tavern, continued to provoke other patrons. Once outside, other patrons followed and a fight started. Villarreal and the licensee, Jose Terrones, went to break up the fight when Villarreal observed the disorderly patron walked to his car, retrieve a gun and place it in his waistband. Villarreal stated she grabbed the gun and threw it into the back seat of the auto and told the patron to leave the area. The subject left but threatened to come back and shoot up the bar.

=====

5. On 01/12/08 at 12:14 am, Milwaukee police were dispatched to 13th and Arthur Avenue for a Fight complaint with officers advised that the fight started at the Azteca bar. Police arrived and did not observe anyone fighting in the area. Officers entered the tavern and spoke to Jose Terrones who stated there was an argument inside the tavern between two patrons and they were asked to leave. Terrones stated he didn't know the patrons nor what the argument was about.

6. On 01/17/08 at 7:30 pm, Milwaukee police along with an agent from Department of Revenue Alcohol & Tobacco Enforcement conducted a tavern check at 2492 S 13th Street. Officers spoke with the bartender Ismael Gonzalez who was able to show officers his valid bartenders license. When asked to view the beverages invoices, Gonzalez stated he did not know where they were and called the licensee Jose Terrones. Terrones arrived on scene shortly after and when asked to view the beverage invoices, Terrones admitted to purchasing his liquor from Oklahoma Liquor since he has owned the bar. (Which is about 3 years) Officers advised Terrones that under Wisconsin law, he is required to purchase liquor from an authorized distributor and maintain the invoices for two years at the licensed premise. A total of 31 various liquor bottles were seized. A warning was given to Terrones regarding the violations.

7. On 03/27/08 at 3:27 pm, Milwaukee police were dispatched to 2492 S 13th Street for an Entry complaint. Officers spoke to Jose Terrones who stated he arrived at his business at 1:30 pm to find the cash register missing along with a commercial DVD machine broken into. Terrones stated he left the tavern approximately at 2:00 am the night before and remembers locking the door. There were no security cameras or an alarm system on the business. Officers found the entry was gained through a window and a report was filed.
8. On 10/18/08 at 12:24 am, Milwaukee police were dispatched to a Battery at 2492 S 13th Street. Upon arrival, officers spoke to the victim who stated while he was in the bathroom of El Azteca bar he was approached by 3-4 males who began pulling on the victims' clothes, ripping his shirt. The victim stated he left the tavern and did not want to make a complaint since he couldn't identify the suspects. During the investigation, a patron inside the tavern became loud and belligerent and began swearing at officers. The subject was overheard telling others in the tavern not to talk to police about what happened or they would "be sorry" and that he would "take care of them". Officers arrested this subject and issued him citations for Disorderly Conduct and Resisting/Obstructing An Officer.
9. On 01/09/09 at 6:45 pm, Milwaukee police conducted a License Premise check at 2492 S 13th Street. Officers spoke to the bartender Aida Santiago who provided her bartenders license along with the taverns liquor license. The licensee, Jose Terrones, was on scene and when asked for receipts and invoices for the liquor that was purchased for the tavern, Terrones stated he did not have them on the premise. Officers advised Terrones this was a violation and confiscated the liquor and provided Terrones a receipt. Officers further advised Terrones that they would be notifying an agent with the State Department of Revenue regarding this incident. Officers also observed a door to the north side of the establishment that was locked with a deadbolt and fortified with a 2X4 piece of lumber. Officers were checking with a building inspector to see if this was a violation.
- =====
10. On 06/24/12 at 9:46 pm, Milwaukee police were dispatched to 2492 S 13th Street for a Subject With Gun complaint. Investigation revealed a patron, who was inside the bar prior to the incident, was found to be in possession of a pellet gun when police observed him standing outside of the business. The subject was arrested and cited for multiple violations. Officers spoke to the bartender on scene, Jessica Villarreal, and no violations were observed.
=====
11. On 08/12/2013 Milwaukee police were dispatched to a shots fired complaint at 1209 West Arthur Street. En route, officers were advised that a shooting had occurred at 2492 South 13th Street (El Azteca). Investigation revealed the applicant had been shot in the hand and abdomen. The applicant stated he had removed a female patron earlier in the night. The same female returned with an unknown male subject who committed the shooting. Milwaukee police incident report #132240008 filed.
12. On 09/03/2013 Milwaukee police met with the applicant at Milwaukee police district #2. This meeting was held as a result of the shooting that had occurred at the business on 08/12/2013. During this meeting, police advised the applicant of the requirement of cameras after 3 criminal activities take place. Additionally, information was exchanged between the police and the applicant regarding the prior shooting.
13. On 12/14/2013 Milwaukee police were dispatched to a shots fired complaint at 2492 South 13th Street. Investigation revealed an unknown actor(s) had fired a shot from outside the business

which had penetrated the exterior wall of the business. Milwaukee police incident report #133480008 filed.

Page 4,

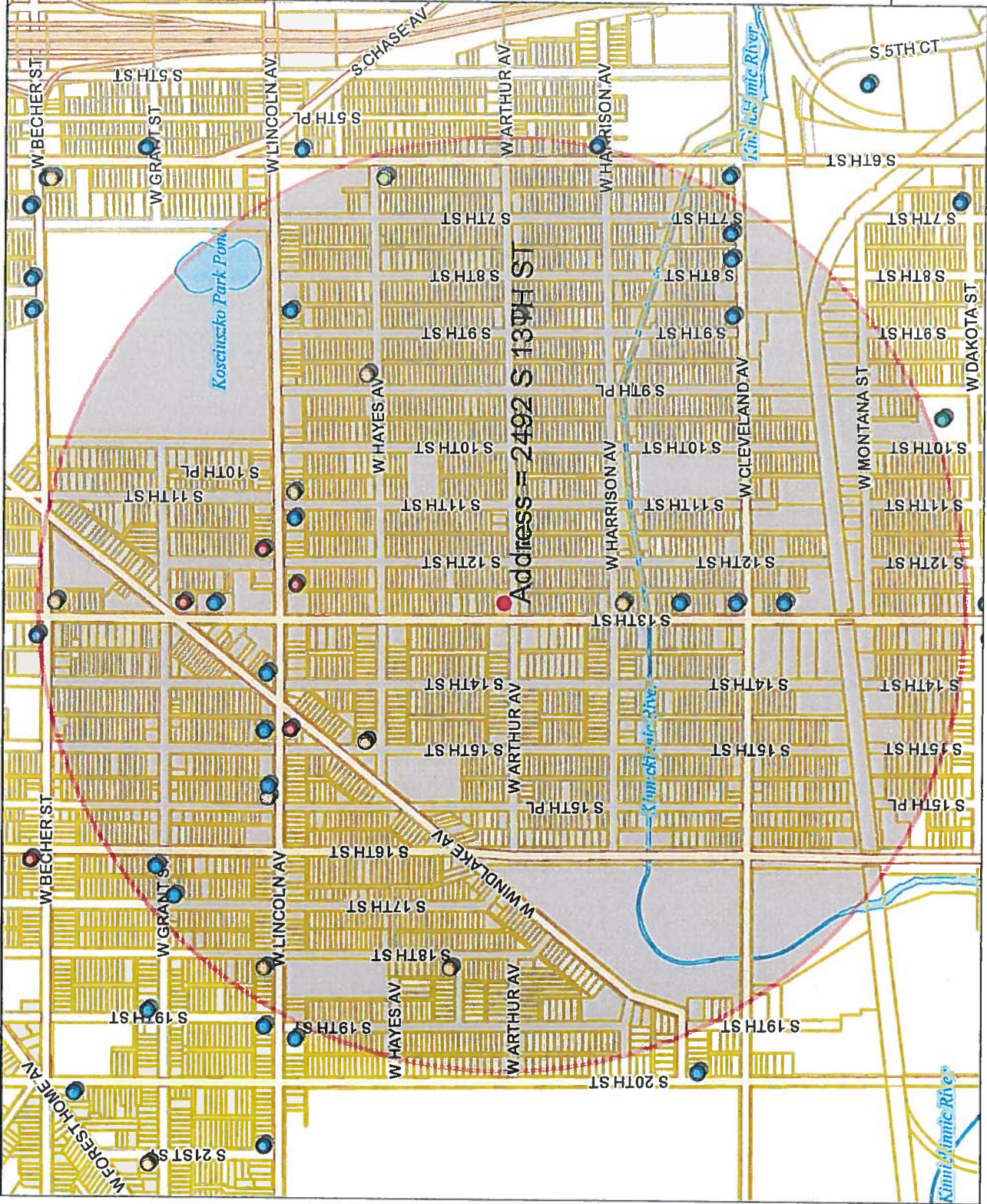
Terrones, Jose L.

14. On 12/19/2013 Milwaukee police mailed a "Notice of Nuisance Premises" to the applicant.
15. On 01/10/2014 Milwaukee police mailed a "Notice of Acceptance of Proposed Course of Action" letter to the applicant.
16. On 01/13/2014 Milwaukee police conducted a licensed premise check at 2492 South 13th Street (El Azteca) and provided the applicant was a copy of a "Notice of Mandatory Security Measures" letter.

Previous premise

Alcohol Licnese Concentration for 2492 S 13th St

City of Milwaukee, Wisconsin



- Legend -

- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
 - Class A intoxicating liquor
 - Class A fermented malt beverage
 - Class A liquor and malt
 - Class B fermented malt beverage
 - Class B tavern
 - Class C wine retailer

- Notes -
 Licensed Alcohol Establishments Within
 a .5 Mile Radius Centered on 2492 S
 13th St on 07/21/2015

City of Milwaukee
 Department of Administration - ITMD



Map Scale: 1 : 9,617

© City of Milwaukee, Wisconsin
 Map Milwaukee: Property Information
 Disclaimer
 7/21/2015

Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 2492 S 13th St on 07/21/2015

License Summary:	Trade name	Licensee	Address	License type name	Total capacity	Room capacity	Expiration date
Class A Fermented Malt Beverage Retailer's License	Amatitan Groceries LLC	Byron F Gudiel, Agt	2366 S 9th PL	Class A Fermented Malt Beverage Retailer's License			7/21/2015
Class A Malt & Class A Liquor License	Baba Nana, Inc	Jasmeet S Shergill, Agt	2100 S 13TH ST	Class A Fermented Malt Beverage Retailer's License			7/21/2016
Class B Fermented Malt Beverage Retailer's License	BEER TOWN	PARAMJIT SINGH, SP	1029 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License			5/16/2016
Class B Tavern License	FRANKS FOOD	FAHIM N MAHMOUD, SP	2500 S 9TH ST	Class A Fermented Malt Beverage Retailer's License			9/21/2015
Class C Wine Retailer's License	PEAK CORPORATION	RAFIQUE I ABDULLAH, Agt	1804 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License			5/4/2016
	ROMANS FOODS	NEDAL K ASSAD, SP	2441 S 18TH ST	Class A Fermented Malt Beverage Retailer's License			5/15/2016
	SINGH'S CORNER GROCERY, INC	BALJINDER SINGH, Agt	2600 S 13TH ST	Class A Fermented Malt Beverage Retailer's License			10/22/2015
	Watan Food	Azzam L Aigharibeh, Agt	1438 W HAYES AV	Class A Fermented Malt Beverage Retailer's License			4/20/2016
	YASMINE FOODS, LLC	LOAI A ATARI, Agt	1334 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License			12/11/2015
	A & J POLISH DELI	JADWIGA T ROZAK, Agt	1215 W LINCOLN AV	Class A Malt & Class A Liquor License			10/10/2015
	EL LUCERO LIQUOR, INC	HANIN K ABDELRAHIM, Agt	1132-A W LINCOLN AV	Class A Malt & Class A Liquor License			6/6/2016
	KOTHALA, LLC	JASBIR S PANU, Agt	1434 W WINDLAKE AV	Class A Malt & Class A Liquor License			6/14/2016
	MI SUPER MERCADO	CARMEN VILLARREAL, Agt	2200 S 13TH ST	Class A Malt & Class A Liquor License			12/11/2015
	Mr. D's Pizza Restaurant LLC	Fidencio Rivera, Agt	2423 S 6TH ST	Class B Fermented Malt Beverage Retailer's License			4/22/2016
	13TH STREET SALOON	TERRIE M RANDALL, SP	2690 S 13TH ST	Class B Tavern License	163		3/23/2016
	3 HERMANOS, INC	RAMON OROZCO, Agt	1332 W LINCOLN AV	Class B Tavern License			2/13/2016
	Cat-Daddy's, LLC	Shane W Scott, Agt	2691 S 7TH ST	Class B Tavern License	89		12/15/2015
	DONNA'S TAVERN	DONNA C GREEN, SP	2179 S 16TH ST	Class B Tavern License	25		7/1/2016
	FIVE STAR BAR & HALL	MARIA FOLWARSKI, SP	2690 S 8TH ST	Class B Tavern License	214		6/30/2016
	Habanero Restaurant Bar	Everardo Gutierrez Garnica, SP	1428 W LINCOLN AV	Class B Tavern License	80		1/20/2016
	JJ BROTHERS	JORGE L DIAZ, SP	2644 S 13TH ST	Class B Tavern License		60 1st floor	1/21/2016
	LA GUADALUPANA	ANA M RAZO, SP	1520 W LINCOLN AV	Class B Tavern License	130	70 beer garden	10/6/2015
	MESA GARIBALDI, LLC	VALDEMAR ESCOBAR, Agt	821-23 W LINCOLN AV	Class B Tavern License	99		12/12/2015
	PRIMOS PLACE	ENRIQUE TERRONES, SP	1631 W GRANT ST	Class B Tavern License	62		3/7/2016
	TAQUERIA EL JALAPENO	ANGEL GUTIERREZ GARNICA, SP	2222 S 13TH ST	Class B Tavern License	80		1/16/2016
	TAQUERIA LA SALSA, LLC	FRANCISCO MONTENEGRO, Agt	1105 W LINCOLN AV	Class B Tavern License			11/25/2015
	THE END ZONE	JODY A THOMAS, SP	2690 S 9TH ST	Class B Tavern License	118		6/5/2016
	Valdemar & Israel, LLC	Israel Ocampo, Agt	2724 S 13TH ST	Class B Tavern License	240		3/5/2016
	Mr. D's Pizza Restaurant LLC	Fidencio Rivera, Agt	2423 S 6TH ST	Class C Wine Retailer's License			4/22/2016
Total							
						Grand Total = 28	



Friday, January 15, 2016

Licenses Committee Notice of Hearing

Josefina Gutierrez
2431 S 9TH St

Milwaukee, WI 53215

Date: 1/26/2016
Time: 10:15 AM
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Patrons
Dancing, 1 Pool Table, and 2 Amusement Machines
CARMEN L COSSY LEON
Pacifico at 2492 S 13th St

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.

If you have any questions, please call (414) 286-2238.





Friday, January 15, 2016



Notice of Public Hearing

COSSY LEON, Carmen L
Pacifico at 2492 S 13th St

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Karaoke, Patrons Dancing, 1 Pool Table, and 2 Amusement Machines

Tuesday, January 26, 2016 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 1/26/2016 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	1201 W ARTHUR AVE	MILWAUKEE, WI 53215-3346
CURRENT RESIDENT	1209 W ARTHUR AVE	MILWAUKEE, WI 53215-3346
CURRENT RESIDENT	1213 W ARTHUR AVE	MILWAUKEE, WI 53215-3346
CURRENT RESIDENT	1213A W ARTHUR AVE	MILWAUKEE, WI 53215-3346
CURRENT RESIDENT	1214 W ARTHUR AVE	MILWAUKEE, WI 53215-3347
CURRENT RESIDENT	1320 W ARTHUR AVE	MILWAUKEE, WI 53215-3349
CURRENT RESIDENT	1320A W ARTHUR AVE	MILWAUKEE, WI 53215-3349
CURRENT RESIDENT	1326 W ARTHUR AVE	MILWAUKEE, WI 53215-3349
CURRENT RESIDENT	1326A W ARTHUR AVE	MILWAUKEE, WI 53215-3349
CURRENT RESIDENT	2447 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2447A S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2447B S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2447C S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2452 S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2452 S 13TH ST A	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2453 S 13TH ST	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2455 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2457 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2457 S 13TH ST	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2458 S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2458A S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2458B S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2458C S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2459 S 13TH ST	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2461 S 13TH ST	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2461 S 13TH ST A	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2463 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2466 S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2466A S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2467 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2467A S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2468 S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2468 S 14TH ST	MILWAUKEE, WI 53215-3129
CURRENT RESIDENT	2468A S 14TH ST	MILWAUKEE, WI 53215-3129
CURRENT RESIDENT	2469 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2469A S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2470 S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2470 S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2470A S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2473 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2473 S 13TH ST	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2473 S 13TH ST A	MILWAUKEE, WI 53215-3114
CURRENT RESIDENT	2474 S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2474 S 13TH ST 1	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2474 S 13TH ST 2	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2474 S 13TH ST 3	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2474 S 13TH ST 4	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2474A S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2476 S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2476 S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2476A S 12TH ST	MILWAUKEE, WI 53215-3111
CURRENT RESIDENT	2478 S 13TH ST	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2478 S 13TH ST A	MILWAUKEE, WI 53215-3115
CURRENT RESIDENT	2479 S 12TH ST	MILWAUKEE, WI 53215-3110
CURRENT RESIDENT	2479A S 12TH ST	MILWAUKEE, WI 53215-3110

Total Records: 112

Radius: 250.0 feet and Center of Circle: 2492 S 13th ST



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/17/15

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 Establishment License Filling Station License Other (plan of operation for specific license also required)

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

Bar/Tavern

Do you have any experience operating this type of business? No Yes

If yes, explain: *I owned a bar from 1995 - 2000 in the city of Milwaukee*

2. Business Operations

- a. Proposed Opening Date: *July 1st, 2015*
- 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 Control

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Hired Maintenance
 Building Owner Responsibility Garbage Cans Outside 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: *Security Cameras*
Will a sound amplification system be used? No Yes If yes, describe: _____
- e. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- f. Number of Garbage Cans: Inside: *4* Locations: *Bathrooms (2) Bar (2)*
Outside: *2* Locations: *Dumpsters*
- g. Is a crowd control barrier used? No Yes If yes, describe: _____
- h. Describe sanitation facilities (restrooms): *Female & Male Bathrooms*
- i. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

4. Parking & Security

- a. Are there off-street parking places? No Yes If yes, how many? 6
 Describe security plan for parking lot: _____
- b. Is there a loading zone? No Yes If yes, describe security for loading zone Front of building
- c. Will you have security personnel on premise? No Yes If yes, how many? _____
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
 Will there be security cameras? No Yes If yes, where? Door Entrance, Customer Register
 Will searches or identification checks be conducted upon entry? No Yes If yes, describe _____

5. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>10</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Other _____ % Describe: _____	

6. 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
 Bowling Alley
 Hotel
 Banquet Hall
 _____ ports Facility

Type 2

- Liquor Store
 Corner Store
 Supermarket
 Convenience Store
 Gas Station
 Amusement/Phonograph Distributor
 Auto Wrecker
 Used Car Dealer
 Used Auto Parts
 Personal Service Establishment
 Recording Studio

What other types of 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: _____

7. Legal Capacity (only if a Type 1 premises in #6 above)

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

8. Premises Description

d. 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: _____

e. Describe Location: Major Thoroughfare Secondary Street Other: 13TH & Arthur

f. Nearest Major Cross Street: Arthur

g. Describe Building: Free Standing Building Strip Mall Other: _____

h. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

i. Describe Surrounding Area: Commercial Residential Industrial Other: _____

j. Property Owner's Name: Josefina Gutierrez Phone Number: 414 793 7153 (7153)

Address: 2431 59TH St Milwaukee WI 53204

9. Hours of Operation & Customers

Will customers be entering the premises? No Yes

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	6 am	2 pm	25	21-70	yes 21+
Monday	11 am	2 am	↓	21-70	yes 21+
Tuesday	11 am	2 am		21-70	yes 21+
Wednesday	11 am	2 am		21-70	yes 21+
Thursday	11 am	2 am		21-70	yes 21+
Friday	11 am	2:30 am		21-70	yes 21+
Saturday	11 am	2:30 am		21-70	yes 21+

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday,
unless otherwise approved by Common Council in licensee's plan of operation.

10. Required Signature(s)

[Signature]
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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: Carmen L Cossij León DBA

Premise Address: 2942 S 13th St, Milwaukee WI

Proximity of Premises to Church, School, Daycare Center or Hospital

Is there at least 300 feet between the building and any church, school, daycare center or hospital? Yes No

"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 patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? No Yes

If yes, list 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? N/A

No Yes If yes, list name and address: _____

Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lessee/buyer

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.)? Josefing Gutierrez

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

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

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

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

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

See Application Information for a list of all required application forms.

Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins 7/1/15 Ends 6/30/16
- b) Monthly rental \$ 1300⁰⁰
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 3 (w renewal)
- 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 50% of water/sewage and property taxes
- 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): _____

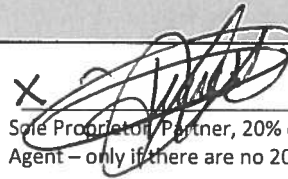
Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 5th day of June, 20 15



(Clerk/Notary Public)



Signature of Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

My Commission Expires July 03 2016

*Notary Seal must be affixed.

Additional partner or 20% or more shareholder

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 premise applicants must submit the following:

- Proof of ownership, lease or offer to purchase the building
- 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

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Dancing by Performers
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Patrons Dancing
<input checked="" type="checkbox"/> Jukebox	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Pool Tables How many? <u>1</u>
<input type="checkbox"/> Motion Pictures How many? _____	<input checked="" type="checkbox"/> Amusement Machines – How many? <u>2</u>	<input type="checkbox"/> Concerts Approx. # per year? _____	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Other: _____			

WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

No 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.

WILL SOUND AMPLIFICATION EVER BE USED?

No Yes, describe: Speakers

DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

- J.C. 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.
- J.C. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- J.C. 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.
- J.C. 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.

NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 5th day of June, 20 15

[Signature]

(Clerk/Notary Public)

My Commission Expires July 04 2016

[Signature]
Agent Owner/Partner

Additional Owner/Partner

*Notary Seal must be affixed.

Office Use Only: Initials: _____ Filed: _____ App: _____

Check if only PEP (must be heard w/in 60 days) Granted _____ License # _____

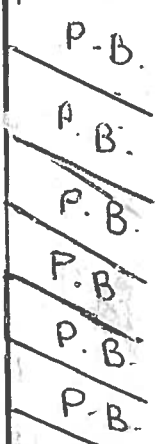
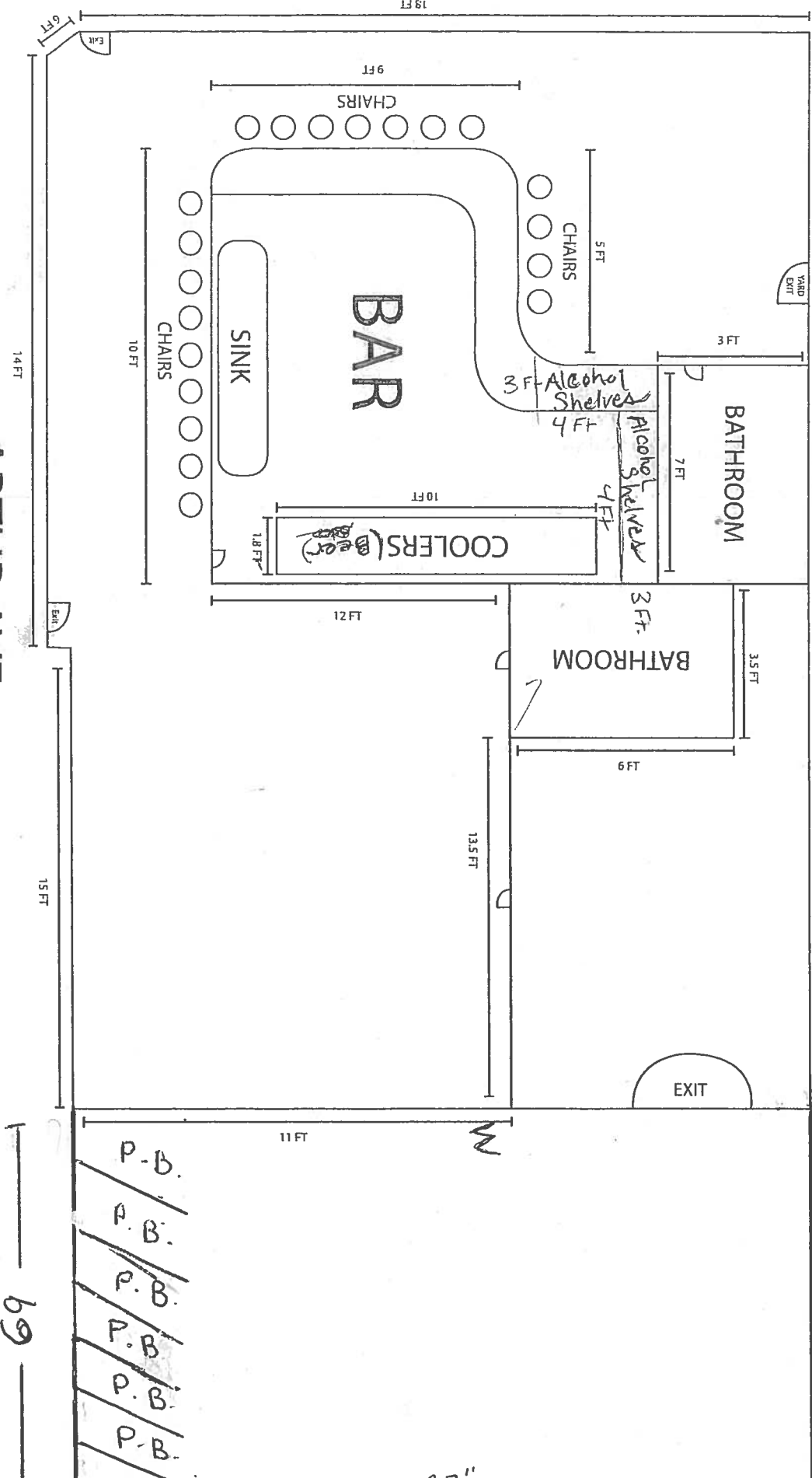
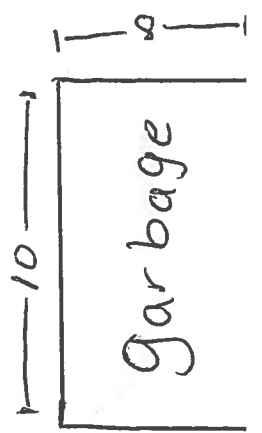
Carman from Cassy/Leon

522 S.E. ... Pacific

North Hwy. Milwaukee WI N
Dir. 2492 S 93rd St. Milwaukee WI 175 FT

13TH. ST.

ARTUR AVE.



69

67

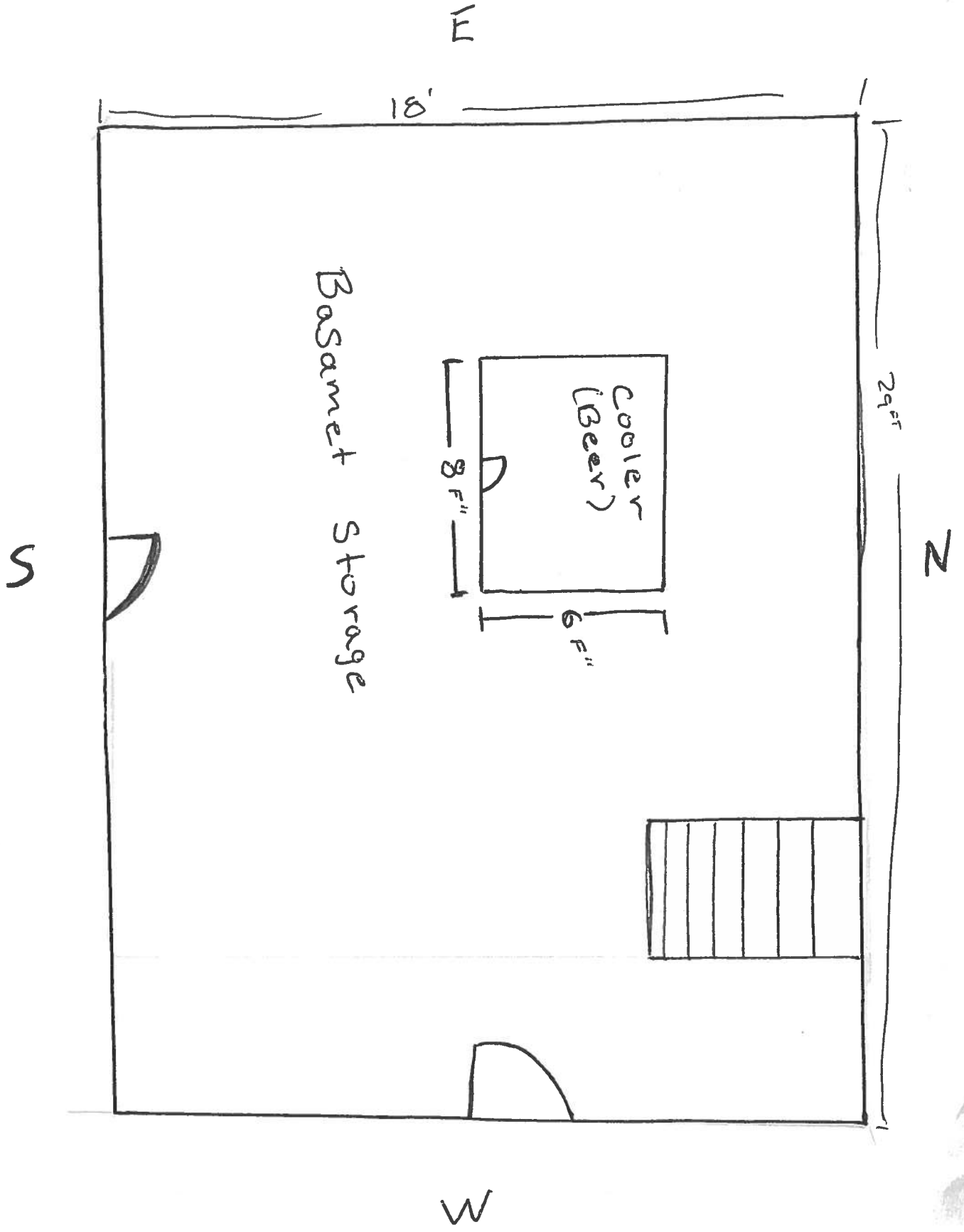
522 sq ft

7-12-15

Nombre

2492 S 13th St Mil. Wis

Carmen Lucia Cassy León





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

Friday, January 15, 2016

COMMITTEE MEETING NOTICE

AD 12


MARTINEZ, Miguel A, Agent
The Flow DJ's Entertainment LLC
3200 W Mangold Av #3

Greenfield, WI 53221

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, January 26, 2016 at 10:15 AM

Regarding: Your Public Entertainment Premises License Transfer - Change of Entertainment Adding Dancing by Performers and Adult Entertainment as agent for "The Flow DJ's Entertainment LLC" for "Desperados" at 828 S 1st St.

There is a possibility that your application may be denied for  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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: _____

Jason Schunk

License Division Manager

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

Koberstein, Jonathan

From: Celella, Jessica
Sent: Monday, December 28, 2015 8:31 AM
To: Koberstein, Jonathan
Cc: Schunk, Jason
Subject: FW: Desperados Club828 S 1st St

REDACTED RECORD

Please add anonymous objection.

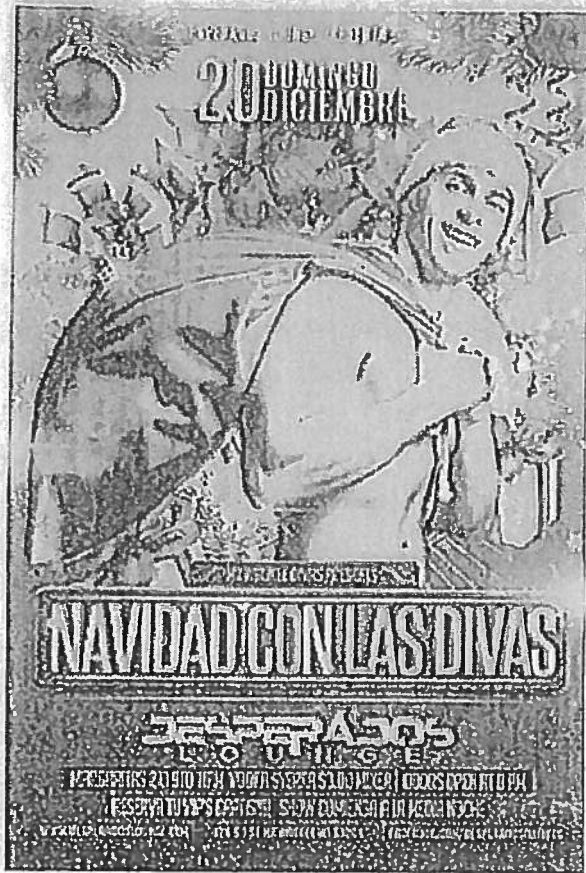
From: Murillo, Maribel
Sent: Wednesday, December 23, 2015 2:14 PM
To: Raden, Chad; Schunk, Jason; Celella, Jessica; district, two; Schlei, Bradley; DeSiato, Nicholas
Subject: Desperados Club828 S 1st St

Good Afternoon,

I would like to inform you that the office of Alderman Pérez was informed that Desperados club has strippers perform on Sundays.

most bartenders are selling cocaine,
they are allowing minors in the establishment.
on Fridays and Saturdays they have afterhours.

License: Can you please verify if Desperados has a license for Strippers?
MPD: Can you please have someone look into this matter.



Have a safe and Happy Holidays.

Respectfully,

Maribel Murillo

Legislative Assistant to
12th District
Alderman José Pérez
Office of the City Clerk
200 E. Wells St, Room 205
Milwaukee, WI 53202
414-286-2861
Maribel.Murillo@Milwaukee.gov

REDACTED RECORD

To whom it may concern
I am writing you this about the
Deppardo Parking lot which
is connected to my home 904s1st
There has been so many problems
7 cars & Trucks broked from 1-29-15
& know & robbed. They have
had sex out there condoms
are still there. There is
garbage there all the time
broken car window there
right know 44 Beer Bottles
they finally picked them up
There has been two fights out
there. Very bad noise
my house ~~shakes~~ shakes there
is so much broken glass
the parking lot it sparkles
like diamonds. Spinning Doornuts
in lot on to Street I have
Pishuts. On 8-8-15 there
was a fight on corner from
the wife stood there watching it
and laughing. Something has
to be done about this situation

Please over

Thank you



Friday, January 15, 2016



Notice of Public Hearing

MARTINEZ, Miguel A, Agent
Desperados at 828 S 1st St

Public Entertainment Premises License Transfer - Change of Entertainment Adding Dancing by Performers and Adult Entertainment

Tuesday, January 26, 2016 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 1/26/2016 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	105 E WALKER ST	MILWAUKEE, WI 53204-1855
CURRENT RESIDENT	117 W WALKER ST 1	MILWAUKEE, WI 53204-1889
CURRENT RESIDENT	117 W WALKER ST 2	MILWAUKEE, WI 53204-1889
CURRENT RESIDENT	117 W WALKER ST 206	MILWAUKEE, WI 53204-1891
CURRENT RESIDENT	117 W WALKER ST 3	MILWAUKEE, WI 53204-1889
CURRENT RESIDENT	117 W WALKER ST 302	MILWAUKEE, WI 53204-1892
CURRENT RESIDENT	117 W WALKER ST 303	MILWAUKEE, WI 53204-1892
CURRENT RESIDENT	117 W WALKER ST 307	MILWAUKEE, WI 53204-1892
CURRENT RESIDENT	117 W WALKER ST 308	MILWAUKEE, WI 53204-1892
CURRENT RESIDENT	117 W WALKER ST 309	MILWAUKEE, WI 53204-1891
CURRENT RESIDENT	117 W WALKER ST 4	MILWAUKEE, WI 53204-1889
CURRENT RESIDENT	117 W WALKER ST 5	MILWAUKEE, WI 53204-1889
CURRENT RESIDENT	117 W WALKER ST 7	MILWAUKEE, WI 53204-1889
CURRENT RESIDENT	805 S BARCLAY ST	MILWAUKEE, WI 53204-1835
CURRENT RESIDENT	809 S BARCLAY ST	MILWAUKEE, WI 53204-1835
CURRENT RESIDENT	811 S 1ST ST	MILWAUKEE, WI 53204-1816
CURRENT RESIDENT	812 S 2ND ST	MILWAUKEE, WI 53204-1821
CURRENT RESIDENT	812 S 2ND ST A	MILWAUKEE, WI 53204-1821
CURRENT RESIDENT	821 S 1ST ST	MILWAUKEE, WI 53204-1816
CURRENT RESIDENT	828 S 1ST ST	MILWAUKEE, WI 53204-1815
CURRENT RESIDENT	900 S 1ST ST	MILWAUKEE, WI 53204-1817
CURRENT RESIDENT	904 S 1ST ST	MILWAUKEE, WI 53204-1817
CURRENT RESIDENT	907 S 1ST ST	MILWAUKEE, WI 53204-1818

Total Records: 24

Radius: 250.0 feet and Center of Circle: 828 S 1st ST



PUBLIC ENTERTAINMENT PREMISES CHANGE OF ENTERTAINMENT 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

(1) BUSINESS INFORMATION	
Licensee (Name of individual; each partner; or agent, if a corporation or LLC): <i>Maqael Martinez</i>	Aldermanic District: <i>12.</i>
Corporation or LLC Name (if applicable): <i>The Flow Djs Entertainment LLC</i>	Business Name: <i>Desperados</i>
Business Address (include Zip Code): <i>828 S 11th Milwaukee WI 53204.</i>	
Optional Mailing Address: <i>3200 W. Mangold Ave #3 Milwaukee 53221.</i>	Business Telephone Number: <i>414 736-77-54.</i>

(2) TYPES OF ENTERTAINMENT BEING REQUESTED (CHOOSE ALL THAT APPLY)

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

No changes in entertainment shall take place until a new license has been issued and posted on the premises.

(3) NOTARIZED SIGNATURES OF APPLICANTS

I, (we), the undersigned have a knowledge of the City Ordinances currently regulating these licenses and being duly sworn under oath, depose and say that I am (we are) the person (s) and that all statements made in the foregoing application are true and correct.

SUBSCRIBED AND SWORN TO BEFORE ME
This 9 day of December, 2015

Yashica Hayes
(Clerk/Notary Public)

My Commission Expires 9/2/18
*Notary Seal must be affixed.

[Signature]
Agent/Owner/Partner

Additional Owner/Partner

Office Use Only:
Current Entertainment: Instrumental Musicians, Bands, Disc Jockey, Patrons Dancing, Karaoke
Changes Being Requested: adding dancing by performers + Adult Entertainment
Queued to: MPD DNS (if adding entertainment)

Initials: YH Filed: 12/30/15 App #: 223733 Granted: _____ Issued: _____ (no fee)



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

Tuesday, January 19, 2016

COMMITTEE MEETING NOTICE

AD 12

HOWARD J ZANZIG

2079 S 8TH St

MILWAUKEE, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

Tuesday, January 26, 2016 at 10:15 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Renewal Applications for "PARK PLACE SPORTS BAR" at 2079 S 8TH St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence. Possible denial because: This proposed location is in an area that has previously been found by the Common Council to be over concentrated with alcohol outlets. Attached is the concentration of alcohol beverage outlets in the area map existing at the time of the determination of the over concentration based on an address of 551 W Becher Street. The Licenses Committee will consider concentration of alcohol beverage outlets as one question regarding the suitability of this location to be licensed as an alcohol beverage establishment. You may present evidence supporting your application. One issue that evidence should address is whether the licensure of this location is appropriate in light of the concentration of alcohol beverage outlets.

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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: _____

Jason Schunk

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

Koberstein, Jonathan

From: Celella, Jessica
Sent: Sunday, July 12, 2015 12:47 PM
To: Koberstein, Jonathan
Cc: Schunk, Jason
Subject: FW: Park Place 2079 S 8th ST

REDACTED RECORD

Please add as objection.

From: Perez, Jose **On Behalf Of** Murillo, Maribel
Sent: Friday, July 10, 2015 4:59 PM
To: Gutmann, Marissa; Velasquez, Guadalupe; Vodicka, Kevin; Cornejo, Efrain; DeSiato, Nicholas; Diener, Matthew; Raden, Chad; Ann Lopez Community Prosecutor; Roberts, Ronald
Cc: Morales, Alfonso; Stein, Richard; Kaltenbrun, John; Henry, Craig; Schlei, Bradley; Celella, Jessica; Schunk, Jason; Perez, Jose
Subject: Park Place 2079 S 8th ST

Good Afternoon,

I would like to inform you that [REDACTED] contacted the office of Alderman Pérez.

[REDACTED] stated that they have loud music, keep the fire escape door open.

[REDACTED] stated that he has had many encounters with the managers and the patrons where he has been threaten. He did state that he has contacted MPD and nothing was done.

Also [REDACTED] stated that the licensee lives out of state.

Park Place has a current License for Class B Tavern
Public Entertainment for Juke Box, Karaoke, 5 amusement machines and 1 pool table.

At this time Alderman Pérez is respectfully requesting a tavern check done at this premises.
Also if someone from MPD can reach out to

Please advise.

Respectfully,

From the Office of:
Alderman Pérez

Maribel Murillo
Legislative Assistant to
12th District
414-286-2861
Maribel.Murillo@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 12/15/2015
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 223095
Application Date: 12/15/2015
Expiration Date:

License Location: 2079 S 8th Street
Business Name: Park Place Sports Bar

Aldermanic District:14

Licensee/Applicant: Zanzig, Howard J
(Last Name, First Name, MI)
Date of Birth: 12/24/46

Male: Female: X

Home Address: 5812 S Pennsylvania Avenue
City: Cudahy State: Wi Zip Code: 53110
Home Phone: (414) 483-2523

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

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

The following incidents occurred under the current licensee Melissa Zanzig however Howard Zanzig, who is now applying as the licensee, is a corporate officer and was the bartender on scene when these incidents occurred.

1. On 11/09/09 at 1:47 am, Milwaukee police were dispatched to 8th and Becher for a Fight complaint. Investigation found two victims who were at Parks tavern got into a fight with some other patrons who struck them with pool sticks. One victim was struck to his forehead and needed stitches to close the laceration. While investigating, officers observed a rear emergency door with no lighting and found that door to be locked. Police spoke to the bartender Howard Zanzig who stated that he was in the process of closing the bar and that's why the lights were turned off. Attempts to contact the licensee Melissa Zanzig were unsuccessful and officers left a voice message for Melissa to contact them. It should be noted that Howard Zanzig did not notify police regarding this incident. Melissa Zanzig was cited for Licensed Premises-Safe Egress Required and Licensed Premises-Open Entry Required.

Charge: Licensed Premises-Safe Egress
Licensed Premises-Open Entry Required
Finding: Dismissed w/o prejudice
Guilty
Sentence: Fined \$356.00
Date: 03/18/10
Case: 09152640
09152641

2. On 01/03/10 at 9:30 pm, Milwaukee police received information from a confidential informant that a subject known as "Dano" works as a bartender at Park Shadows and would have cocaine on his person. Because of prior drug investigations, officers' known "Dano" to be Daniel Zanzig and found that there were open warrants for his arrest. Officers conducted a license premise check and found "Dano" and placed him under arrest. During a custodial search, officers recovered a folded up piece of white paper that contained a white powdery substance. Tests conducted at the district station confirmed this substance to be cocaine. Daniel Zanzig was charged with POCS WITD-Cocaine.

=====
Item # 1 previously reported, disposition now added on 01/03/11.

3. On 03/25/10 at 12:09 am, Milwaukee police were dispatched to 2079 S Becher Street for an Armed Robbery complaint. Investigation revealed a patron took approximately one dollar and seven quarters from the bar that another patron had sitting on the counter. The suspected patron was later found and a citation was issued to him for theft.

4. On 12/23/11 at 11:43 pm, Milwaukee police were dispatched to a Fight at 2079 S 8th Street. Officers spoke with the bartender, Christy Torres, who stated there was a verbal altercation inside the bar between a male and female with the female leaving the bar shortly after. The female returned shortly and the argument started up again, only to have the female leave and return shortly after with several other subjects who began causing a disturbance with bar patrons. A physical fight started with one patron getting hit in the head with a bottle causing an injury. Bar employees' removed all parties involved in the fight to the outside when some subjects began to break out the window of the front door and side window on the east side of the bar. Police found that no security guards were on duty at the time of this incident. The patron injured in the fight sought medical attention and did not want to prosecute. Report was filed.

5. On 03/08/13 at 11:15 pm, Milwaukee police were dispatched to 2709 S 8th Street for a Subject With Gun complaint. Investigation found a patron was inside the bar with her daughter when two males and three females entered the bar and started to argue with the bartender. These same subjects then called the patron's daughter a bitch and one of the male subjects punched the daughter in the face. No gun was observed or implied, the patron just felt that these types of people were likely to possess a gun. Police spoke with the bartender Deanna Konieczny, who stated a female entered the bar around 11 pm and that Konieczny asked for ID. The female refused and left the bar. A few minutes later the female returned with two males and two females, when one of the males attempted to give all their ID's to Konieczny at one time. Konieczny stated she determined that two of the subjects were underage and refused to serve them. Konieczny stated that is when one of the subjects began to argue with her. One of her patrons then told the subjects to just leave when one of the male subjects walked called the patron a bitch and punched her. Konieczny also stated that she did not see anyone with a firearm. Police notified the agent, Howard Zanzig regarding the incident.

6. On 12/14/2014 Milwaukee police responded to a battery complaint at 2079 South 8th Street. The victim states he was involved in an argument with another patron while at the bar. This argument continued outside where the suspect struck and kicked the victim. Milwaukee police incident report #143480161 filed.

MILWAUKEE POLICE DEPARTMENT
REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

ORIGINAL

TO: Captain Alfonso MORALES

Business Name: Park Place Sports Bar
Address of Licensed Premises: 2079 S. 8th Street
Business Phone: 414-389-0830

Type of License: Class B Tavern

District: 2

Violation / Incident # 14-348-0161 Date of Incident: 12-14-14

Licensee or Manager on premises at time of violation / incident? Yes No

Licensee cooperative? Yes No (if no, explain in narrative section)

Licensee Notified by Officer: PO L. Borchert via Debi Damron Date: 12-14-14 Time: 2300

Licensee or Agent's Name: Howard Zanzig Date of Birth: 12-24-46
Home Address: 5812 W. Pennsylvania Ave., Cudahy, WI 53110 Home Phone: 414-587-0887

Co-Licensee Name: Date of Birth:
Home Address: Home Phone:
Class S License Number:

Bartender Name: Debi Damron Date of Birth: 02-22-60
Home Address: Home Phone: 414-389-0830
Class D License Number:

Licensed Person / Public Pass. Vehicle, etc.: Date of Birth:
Home Address: Home Phone:
Class D License Number:

VIOLATION/INCIDENT - DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION

Name of Person Cited: Eric E. Speelman Date of Birth: 10-29-78
Citation Number: 14-348-0161 Violation & Ord. / Statue No.: 940.19(4) Court Date:

Name of Person Cited: Date of Birth:
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:
Citation Number: Violation & Ord. / Statue No.: Court Date:

Name of Person Cited: Date of Birth:
Citation Number: Violation & Ord. / Statue No.: Court Date:

Investigating Officer: E. Markert/L. Borchert *PO L. Borchert* District / Bureau: 22 Date: 12-26-14

Captain Alfonso Morales _____ *1/26/15*
Commanding Officer Date

DISPOSITION - FOR LICENSING ONLY

Citation No.	Case Number	Disposition	Judge	Date
_____	_____	_____	_____	_____
_____	_____	LICENSE INVESTIGATION UNIT	_____	_____
_____	_____	Received	_____	_____
_____	_____	Referred	_____	_____

By _____

PA-33E Narrative

This report is written by PO Lori BORCHERT, assigned to District Two, Early Shift, Squad 2240. On Sunday, December 14th, 2014, Squad 2240 (myself and PO Emily MARKERT) was dispatched to 2079 S.8th Street for a battery complaint. A customer at the tavern (Michael A. BAUER, W/M, 02-06-59, homeless, phone 414-426-5570) stated that he was at the bar and got into an argument with Eric SPEELMAN (W/M, 10-29-78, 2079 S. 8th Street, unk phone). He states the argument moved outside and SPEELMAN struck him in the face with his fist and also kicked him after BAUER fell to the ground. BAUER had a laceration to his left eyebrow area which required Dermabond to close it. SPEELMAN, who lives above the tavern would not answer his door on Sunday and on Monday (12-15-14) as we attempted to take him into custody. Bartender Debi DAMRON states that BAUER is homeless and does work around the bar for the owner. She states he will come in and drink and then he runs his mouth. DAMRON notified the owner Howard ZANZIG of the incident and requested that BAUER be banned from the bar, which he agreed.

PO MARKERT presented this case to the DA on 12-19-14 where it was no processed due to lack of evidence.



Tuesday, January 19, 2016



Notice of Public Hearing

ZANZIG, Howard J
PARK PLACE SPORTS BAR at 2079 S 8TH St
Class B Tavern and Public Entertainment Premises License Renewal Applications

Tuesday, January 26, 2016 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 1/26/2016 at 10:15 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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.

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	2045 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2046 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2046A S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2051 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2054 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2055 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2056 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2058 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2058A S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2059 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2062 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2063 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2065 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2066 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2067 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT RESIDENT	2067 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2067A S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT RESIDENT	2068 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2071 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2071A S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	2073 S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT RESIDENT	2073A S 7TH ST	MILWAUKEE, WI 53204-3921
CURRENT RESIDENT	2074 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2078 S 8TH ST	MILWAUKEE, WI 53204-3852
CURRENT RESIDENT	2079 S 8TH ST	MILWAUKEE, WI 53204-3854
CURRENT RESIDENT	702 W BECHER ST	MILWAUKEE, WI 53215-2750
CURRENT RESIDENT	702A W BECHER ST	MILWAUKEE, WI 53215-2750
CURRENT RESIDENT	704 W BECHER ST	MILWAUKEE, WI 53215-2750
CURRENT RESIDENT	720 W BECHER ST	MILWAUKEE, WI 53215-2750
CURRENT RESIDENT	726 W BECHER ST	MILWAUKEE, WI 53215-2750
CURRENT RESIDENT	815 W ALMA ST	MILWAUKEE, WI 53204-3856
CURRENT RESIDENT	815 W ALMA ST A	MILWAUKEE, WI 53204-3856
CURRENT RESIDENT	821 W ALMA ST	MILWAUKEE, WI 53204-3856
CURRENT RESIDENT	825 W ALMA ST	MILWAUKEE, WI 53204-3856
CURRENT RESIDENT	827 W ALMA ST	MILWAUKEE, WI 53204-3856

Total Records: 36
Radius: 250.0 feet and Center of Circle: 2079 S 8th ST

2015-2016 Plan of Operation for 2079 S 8TH ST

1. Litter and Noise

How are the grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____

How often will grounds be cleaned? Daily Weekly Other: _____

Grounds Cleaned By: Licensee Building Owner Employees Hired Maintenance Other: _____

How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police

Signs Posted Other: OWNER PRESENCE

2. Smoking and Sanitation

Are there designated outdoor smoking areas? No Yes

If yes, describe the area(s) and provide location(s): _____

Number of Garbage Cans: Inside: 3 Locations: BAR AREA

Outside: 1 Locations: BACK YARD

Is a Crowd Control Barrier used? No Yes If yes, describe: _____

Describe sanitation facilities (restrooms): 2

Provide name of solid waste contractor: JOHN'S DISPOSAL

3. Security

Are there parking spaces on the premises? No Yes If yes, number of spaces: _____ and describe security provisions: _____

Are there designated loading areas? No Yes If yes, describe security provisions _____

Do you have security personnel on the premise? No Yes If yes, how many? _____

AND What are their responsibilities? _____

What security equipment do they use? _____

List their licensing, certification or training credentials: _____

Are there security cameras? No Yes If yes, list all locations: 8 ST, BEECHER ST, INSIDE BAR 4

Are searches and/or identification checks conducted upon entry? No Yes If yes, describe: ID'S AGE

4. Percentage of Sales (must total 100%)

Alcohol 100 % Food Sales _____ % Entertainment _____ % Other _____ %

5. Businesses On The Premise (choose all that apply):

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Rest. | <input type="checkbox"/> Private/Fraternal/Veterans' Club |
| <input type="checkbox"/> Night Club | <input checked="" type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Hotel | <input type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Corner Store | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Convenience Store |
| <input type="checkbox"/> Gas Station | <input type="checkbox"/> Other _____ | | |

6. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No Yes If yes, describe _____

Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.

Your hours of operation and age restriction are listed on your current license.

7. Floor Plan

Are there any changes to the current floor plan? No Yes If yes, describe _____

AND submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.

PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

CCL-PEP3 2/18/15

(1) CURRENT ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license: Jukebox, Karaoke, 5 Amusement Machines, 1 Pool Table

(2) SELECT ANY TYPES OF ENTERTAINMENT THAT YOU ARE REQUESTING TO ADD *No changes in entertainment shall take place until approved by the Common Council and a new license has been issued and posted on the premises.

Grid of checkboxes for entertainment types: Instrumental Musicians, Bands, Battle of the Bands, Comedy Acts, Disc Jockey, Magic Shows, Poetry Readings, Dancing by Performers, Jukebox, Wrestling, Patron Contests, Patrons Dancing, Adult Entertainment/Strippers/Erotic Dance, Karaoke, Bowling Alley, Pool Tables, Motion Pictures, Amusement Machines, Concerts, Theatrical Performances. Includes fields for 'How many screens?' and 'Approx. # per year?'.

(3) REMOVE ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

(4) WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

[X] No [] Yes, describe:

(5) LEGAL CAPACITY OF PREMISES

(Call the Milwaukee Development Center at 414-286-8211 if you have questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

(6) IDENTIFY IF SOUND AMPLIFICATION IS USED

[] No [X] Yes, describe: JUKE BOX

(7) DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

- 1. 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.
2. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
3. 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.
4. 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.

(8) NOTARIZED SIGNATURES OF APPLICANTS

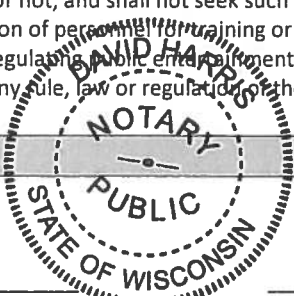
SUBSCRIBED AND SWORN TO BEFORE ME

This 15th day of December, 2015

Signature: David Harris

(Clerk/Notary Public)

My Commission Expires 2/19/17



Signature: Howard Jajaj
Agent/Owner/Partner

Additional Owner/Partner

*Notary Seal must be affixed.