



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, November 15, 2023

COMMITTEE MEETING NOTICE

AD 12

CABRAL DORADO, Juan M, Agent
LA PLAYA MARISCOS Y BAR LLC
1145 N CALLAHAN PI #120
Milwaukee, WI 53233

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, November 28, 2023 at 02:00 PM

The access code is <https://meet.goto.com/210788517>. If you wish to call in: **+1 (872) 240-3412** and use Access Code: **210-788-517**
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications Adding 1 Pool Table and Change of Hours (Food Dealer) From Closing at 9PM To Close at 2AM Sun - Thu and at 2:30AM Fri & Sat as agent for "LA PLAYA MARISCOS Y BAR" for "LA PLAYA MARISCOS Y BAR" at 721 S CESAR E CHAVEZ DR.

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. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to the license are a part of this notice and expressly incorporated in this notice. The licensee should be prepared to address these matters at the hearing.

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

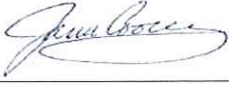
Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: 
Jim Cooney
License Division Manager

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

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

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 11/21/22
LICENSE TYPE: Class B Tavern
NEW:
RENEWAL:

No. 345338
Application Date: 11/21/22

License Location: 721 S. Cesar E. Chavez Drive
Business Name: La Playa Mariscos

Licensee/Applicant: CABRAL-DORADO, Juan M.
(Last Name, First Name, MI)
Date of Birth: 07/12/1988

Home Address: 1145 N. Callahan Place #120
City: Milwaukee State: WI Zip Code: 53233
Home Phone: 414-534-9740

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

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

1. **Felipe MARTINEZ (33% shareholder) has the following past due fines with Milwaukee Municipal Court:**

11074693	Operating After Suspension	\$114.00 due 05/11/18
22007044	Exceeding Speed Zones	\$124.00 due 06/20/22



- On 04/23/23 at 2:32a.m., Milwaukee Police were flagged down for a fight at 721 S. Cesar Chavez. The officers interviewed the agent who was on scene. The agent stated a physical fight took place between two patrons and they hired security immediately broke it up. The agent was very cooperative and provided officers with video surveillance of the incident.
- On 05/05/23 at 5:26a.m., Milwaukee Police were dispatched to a Reckless Use of A Weapon at 721 S. Cesar Chavez. On arrival officers were met by the caller who stated at approximately 3:40a.m., the business had been shot up and windows were broken. The agent provided video surveillance of the incident and stated they did not have any problems with anyone and did not know why this was done.

4. On 05/30/23 at 7:00p.m., a citizen walked into the District to report a stabbing that occurred at 721 S. Cesar Chavez on 04/23/23. The victim provided video of the incident to the officers. The video depicts the victim outside the establishment and was attempting to pull their friend away from a fight, when the suspect approaches with a pocket knife and swings it at the victim, causing two lacerations to the chest, requiring stitches. It should be noted this fight was unrelated to the fight in Incident #2.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 231130025

OtherEvent #: 23-LP-1351

Incident

721 S CESAR E CHAVEZ DR MILWAUKEE, WISCONSIN 53204

Incident Date/Time:: 04/23/2023 02:30:00
CAD Number:: 231130190
District:: 2
Beat:: 221
Reporting Area:: 5215

Business Agent (1)

CABRAL DORADO, JUAN M

Person Involvement: (Must choose Agent (License Holder)
AGENT from drop down):

DOB: 07/12/1988

Sex:: MALE

Race:: H

Address:: 1145 N CALLAHAN PL

Apartment or Suite:: 120

City:: MILWAUKEE

State:: WISCONSIN

Zip Code:: 53233

Licensed Premise Data (1)

LA PLAYA MARISCOS Y BAR

Address:: 721 S CESAR E CHAVEZ DR
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): No
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Carloni, Jack J 031433

04/23/2023

This report is written by PO Jack CARLONI assigned to District Two, Late Power Shift.

On Sunday April 23rd, 2023, assigned to Squad 2455 (myself and PO Carissa SANCHEZ) responded as backers to a "Fight" at the location of 721 S Cesar E Chavez Dr (La Playa Mariscos Y Bar), which is in the City and County of Milwaukee.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231130025

OtherEvent #: 23-LP-1351

Squad 2390, PO Matthew WILSON responded as backer.

Upon arrival at approximately 2:32 am we made contact with Squad 2416, Sgt Jonathan MEJIA who was flagged down at the location for a physical altercation. Sgt MEJIA advised us that there was physical fight between individuals leaving the business. While on scene we spoke with the owner of the establishment identified as Juan M CABRAL-DORADO (w/m 07/12/1988). CABRAL-DORADO was cooperative and stated to us that was a physical fight between his customers leaving the business. CABRAL-DORADO provided us with his licensing to the business and his information. CABRAL-DORADO allowed officers to view his camera footage regarding the physical fight.

~~CABRAL-DORADO stated that his security had broken up the fight and prevented any further altercation between the subjects. CABRAL-DORADO stated the security company he hired is Eagle Destiny Public Safety.~~

The video of the depicted a mutual fight and the primary aggressor to be the subject on scene. The other subject was not on scene at the time to report the incident. No citations were issued regarding the mutual fight between the subjects.

End of report.

Officer (2)

Reporting Officer:	Carloni, Jack J (031433)	04/23/2023 20:08:00
Section: (Work Location):	24	
Approving Officer:	Mejia, Jonathan (015348)	05/02/2023 02:26:38
Section: (Work Location):	24	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #: 231250034

OtherEvent #: 23-LP-1398

Incident

721 S CESAR E CHAVEZ DR Milwaukee, WISCONSIN 53204

Incident Date/Time:: 05/05/2023 05:11:00
CAD Number:: 231250286
District:: 2
Beat:: 221
Reporting Area:: 5215

Business Agent (1)

CABRAL DORADO, JUAN M

Person Involvement: (Must choose Agent
AGENT from drop down):

DOB:: 07/12/1988
Sex:: MALE
Race:: H
Phone 1 Number:: (414)-510-2531
Phone 1 Type:: Phone
Address:: 1145 N CALLAHAN PL
Apartment or Suite:: 120
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53233

Licensed Persons Involved (1)

CABRAL VILLAREAL, MA GUADALUPE

Person Involvement:: Manager
DOB:: 10/13/1968
Sex:: FEMALE
Race:: H
Address:: 829 S 11TH ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204

Licensed Premise Data (1)

LA PLAYA

Phone 1 Number:: (414)-800-4196
Phone 1 Type:: Main
Address:: 721 S CESAR E CHAVEZ DR
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53204
License Type:: Alcohol
Licensee Notification Was Made:: Yes
Licensee Notified Date/Time:: 05/07/2023 05:11:00
Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233
414-933-4444

Case #: 231250034

OtherEvent #: 23-LP-1398

Licensee was cooperative: (if not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

LICENSED PREMISE REPORT

Santiago, Alondra 035704

05/05/2023

This report is written by PO Alondra SANTIAGO, Squad 2330, assigned to District Two, Late Shift.

On Friday, May 5, 2023, at approximately 5:26 AM with Axon body worn camera on and activated, my partner PO Romulo MUNIZ and I responded to 721 South Cesar E Chavez, which is in the City and County of Milwaukee for a Reckless use of Weapon.

CALL INFORMATION: Priority:1-->3 Comment:LANG LINE / INCIDENT OCCURED AT 3:40AM CLLR STS HE JUST CAME TO HIS BUISNES TO FIND THE FRONT WINDOWS BROKEN, WINDOWS BUSTED BY SUBJ 1 AND SHOT W/ A FIREARM BY SUBJ 2, CLLR STS HE DOES HAVE CAMERAS AND DID SEE SUSP 2 HAVE A FIREARM AND SHOOT AT THE LOC, CLLR IS CURRENTLY AT LOC NO ONE IS INSIDE OF THE LOC NOTHING IS MISSING, NFI

CALLER: JUAN- (414) 510-2531

Upon arrival, we spoke to the owner of the location who identified herself as Ma Guadalupe CABRAL (H/F 10-13-68). CABRAL stated that she received a phone call from her son who she identified as Juan CABRAL (H/M 07-12-88) stating that their location had been damaged. Juan stated a total of seven windows were damaged and there were some casings found which the windows were struck.

MA Guadalupe stated that she did not suspect of anyone wanting to do harm to their family or their property. She stated that she is always in the location and tends to stay there late and has not seen anyone suspicious around the area.

JUAN stated they have not had any problems with anyone, and he also does not suspect of anyone.

Officer (2)

Reporting Officer:	Santiago, Alondra (035704)	05/05/2023 08:03:00
Section: (Work Location):	23	
Approving Officer:	Albert, Joshua G (019226)	05/07/2023 22:45:30
Section: (Work Location):	23	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231500209

OtherEvent #: 23-LP-1870

Incident

721 S CESAR E CHAVEZ DR Milwaukee, WISCONSIN 53204

Incident Date/Time:: 04/23/2023 02:30:00
CAD Number:: 231501636
District:: 2
Beat:: 221
Reporting Area:: 5215

Business Agent (1)

CABRAL DORADO, JUAN M

Person Involvement: (Must choose Agent
AGENT from drop down):

DOB:: 07/12/1988

Sex:: MALE

Race:: H

Phone 1 Number:: (414)-510-2531

Phone 1 Type:: Phone

Address:: 1145 N CALLAHAN PL

Apartment or Suite:: 120

City:: MILWAUKEE

State:: WISCONSIN

Zip Code:: 53233

Licensed Persons Involved (1)

CABRAL DORADO, JUAN M

Person Involvement:: Agent (License Holder)

DOB:: 07/12/1988

Sex:: MALE

Race:: H

Address:: 1145 N CALLAHAN PL

Apartment or Suite:: 120

City:: MILWAUKEE

State:: WISCONSIN

Zip Code:: 53233

Licensed Premise Data (1)

LA PLAYA MARISCOS Y BAR

Phone 1 Number:: (414)-534-9740

Phone 1 Type:: Work

Address:: 721 S CESAR E CHAVEZ DR

City:: Milwaukee

State:: WISCONSIN

Zip Code:: 53204

License Type:: Alcohol

Licensee Notification Was Made:: No

Business Was Cited For Violation:: No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 231500209

OtherEvent #: 23-LP-1870

Licensee was cooperative: (If not explain in narrative): Yes

Licensee or Manager was on premises at time of violation/incident: No

Narrative (1)

LICENSED PREMISE REPORT

Sanchez, Carlissa M 029820

06/02/2023

This is written by PO Carissa SANCHEZ assigned to District Two, Late Power Shift. Squad 2432 with PO Jack CARLONI.

On Sunday April 23rd, 2023, at approximately 2:30 AM PO CARLONI and I responded to 721 S Cesar E. Chavez which is located in the City and County of Milwaukee WI for fight case #23-113-0025.

PO CARLONI and I responded to assist Squad 2416 Sgt. Jonathon MEJIA-RIVERA due to him being flagged down for a fight. It was determined that the fight was mutual. Owner of the bar was cooperative on scene and was able to provide the video surveillance of that one particular fight.

It should be noted that we were not flagged down or notified about any other fights that occurred that night.

On Tuesday, May 30th, 2023, 7:00PM victim identified as Cesar O. VILLALOBOS-QUEZADA (w/m 06-14-1991) entered District Two to report an incident that occurred the same night 04-23-23 at approximately 2:30 AM. VILLALOBOS-QUEZADA stated he engaged in physical fight and was stabbed with a pocketknife causing two large lacerations across his chest, requiring a total of 16 stitches. VILLALOBOS-QUEZADA was able to provide photos of the injuries as well as a video of the fight which occurred outside of the establishment.

It should be noted this fight was not related to the fight we responded to prior.

The video depicted a large group of male subjects exiting the establishment. The males walk outside and began to have a physical altercation amongst each other. VILLALOBOS-QUEZADA is observed in the video attempting to grab his friend to exit the fight and in doing so the suspect approaches them with what appeared to be a pocketknife and swings it at them cutting VILLALOBOS-QUEZADA. It appears that when VILLALOBOS-QUEZADA notices he has a laceration to chest everyone disperses the area.

VILLALOBOS-QUEZADA was able to provide the video which was placed on MPD inventory #23017486.

End of report.

Officer (2)

Reporting Officer:

Sanchez, Carlissa M (029820)

06/02/2023 02:04:00

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231500209

OtherEvent #: 23-LP-1870

Section: (Work Location): 24

Approving Officer: Stachovlak, Daniel W (017600)

06/03/2023 03:16:39

Section: (Work Location): 24



Wednesday, November 15, 2023



Notice of Public Hearing

Blank Notice

CABRAL DORADO, Juan M, Agent
LA PLAYA MARISCOS Y BAR at 721 S CESAR E CHAVEZ DR
Class B Tavern, Public Entertainment Premises and Food Dealer License Renewal Applications
Adding 1 Pool Table and Change of Hours (Food Dealer) From Closing at 9PM To Close at 2AM
Sun - Thu and at 2:30AM Fri & Sat

Tuesday, November 28, 2023 at 2:00 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/28/2023 at 2:00 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

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

CURRENT OCCUPANT	1630 W NATIONAL AVE# 301	MILWAUKEE, WI 53204-1178
CURRENT OCCUPANT	1630 W NATIONAL AVE# 302	MILWAUKEE, WI 53204-1178
CURRENT OCCUPANT	1630 W NATIONAL AVE# 303	MILWAUKEE, WI 53204-1178
CURRENT OCCUPANT	1630 W NATIONAL AVE# 304	MILWAUKEE, WI 53204-1178
CURRENT OCCUPANT	1630 W NATIONAL AVE# 305	MILWAUKEE, WI 53204-1178
CURRENT OCCUPANT	1630 W NATIONAL AVE# 306	MILWAUKEE, WI 53204-1134
CURRENT OCCUPANT	1630 W NATIONAL AVE# 307	MILWAUKEE, WI 53204-1134
CURRENT OCCUPANT	1630 W NATIONAL AVE# 308	MILWAUKEE, WI 53204-1134
CURRENT OCCUPANT	1630 W NATIONAL AVE# 309	MILWAUKEE, WI 53204-1134
CURRENT OCCUPANT	1636 W NATIONAL AVE	MILWAUKEE, WI 53204-1129
CURRENT OCCUPANT	1643 W PIERCE ST	MILWAUKEE, WI 53204-1109
CURRENT OCCUPANT	1704 W NATIONAL AVE	MILWAUKEE, WI 53204-1137
CURRENT OCCUPANT	1706 W NATIONAL AVE	MILWAUKEE, WI 53204-1137
CURRENT OCCUPANT	1708 W NATIONAL AVE	MILWAUKEE, WI 53204-1137
CURRENT OCCUPANT	1710 W NATIONAL AVE	MILWAUKEE, WI 53204-1137
CURRENT OCCUPANT	714 S BETTINGER CT	MILWAUKEE, WI 53204-1101
CURRENT OCCUPANT	714A S BETTINGER CT	MILWAUKEE, WI 53204-1101
CURRENT OCCUPANT	715 S BETTINGER CT	MILWAUKEE, WI 53204-1102
CURRENT OCCUPANT	715 S BETTINGER CT# A	MILWAUKEE, WI 53204-1102
CURRENT OCCUPANT	720 S BETTINGER CT	MILWAUKEE, WI 53204-1101
CURRENT OCCUPANT	720A S BETTINGER CT	MILWAUKEE, WI 53204-1101
CURRENT OCCUPANT	721 S BETTINGER CT	MILWAUKEE, WI 53204-1102
CURRENT OCCUPANT	721A S BETTINGER CT	MILWAUKEE, WI 53204-1102

Blank Notice

Total Records: 116

Radius 250 feet and Center of the Circle: 721 S Cesar E Chavez Dr

2023-2024 Plan of Operation for 721 S CESAR E CHAVEZ DR

1. Litter & Security Plans

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

How often will grounds be cleaned? Daily Weekly Other:

Who cleans the grounds? 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:

Are there designated outdoor smoking areas? No Yes If Yes, Describe:

Number of garbage cans: Inside 12 Locations: inside bar areas, kitchen and near exits
Outside 2 Locations: Near Entrance and Main Dumpster Restrooms

Is a crowd control barrier used? No Yes If Yes, Describe: Entrance

Number of restrooms: 2/3 stalls in each Name of solid waste contractor: Eagles disposal

Are there parking spaces on the premises? No Yes If Yes, list number of spaces: 15 and describe security plans:
Security Patrol's area

Are there designated loading areas? No Yes If Yes, describe security plans:
Security Patrol's area

Do you have security personnel on the premise? No Yes If Yes, how many? 4 to 6
AND What are their responsibilities? Make sure areas secured, I.D. check, pats down
What security equipment do they use? licensed to carry weapon and insurance
List their licensing, certification or training credentials: license to carry weapon and insurance

Are there security cameras? No Yes If Yes, list all locations: Indoor and outdoors

Are searches and/or identification checks conducted upon entry? No Yes If Yes, describe: Every one entering premises is patted down, I.D. is checked

2. Percentage of Sales (must total 100%)

Alcohol 30 % Food Sales 60 % Entertainment 10 % Other _____ %

3. Businesses On The Premises (choose all that apply):

Restaurant Cafe/Coffee Shop Cocktail Lounge Convenience Store Night Club Liquor Store Tavern Sports Facility
 Hotel Banquet Hall Supermarket Private/Fraternal/Veterans' Club Other:

4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? No Yes If Yes, Describe: will be expanding restaurant hours from 6am to 2am close. currently only open from 6am to 9pm. from 6am to 2:30 am Friday and Saturday

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.

5. Floor Plan and Capacity

Are you requesting any changes to your capacity or floor plan*? No Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

6. Sidewalk Dining: Fee:

Are there any changes to the sidewalk dining site plan? No Yes If Yes, submit an updated site plan with this application.

7. Food License: FREST 18482 Fee: \$800.00

Your current food license includes the following food operations:
DHS - COMPLEX, Restaurant, Sales \$20,001 - \$200,000.
Are there any changes to your food operations as listed above? No Yes, if Yes, explain

8. Weights and Measures: Fee:

Number/Type of Devices:
Are there any changes to the number or types of devices? No Yes if yes, contact our office for further instructions.

1. CURRENT APPROVED ENTERTAINMENT for LA PLAYA MARISCOS Y BAR 721 S CESAR E CHAVEZ DR

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Disc Jockey, Dancing by Performer(s), Patron Contests, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, Bands, 5 Amusement Machines

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input 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
How many? _____ | <input checked="" type="checkbox"/> Pool Tables
How many? <u>1</u> |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____ | | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

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

At any time will sound amplification be used? No Yes If Yes, Describe: Sound systems for Instrumental Musicians and bands.

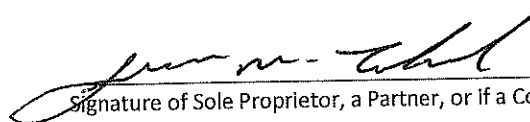
5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

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

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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



Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign

total square footage = 867

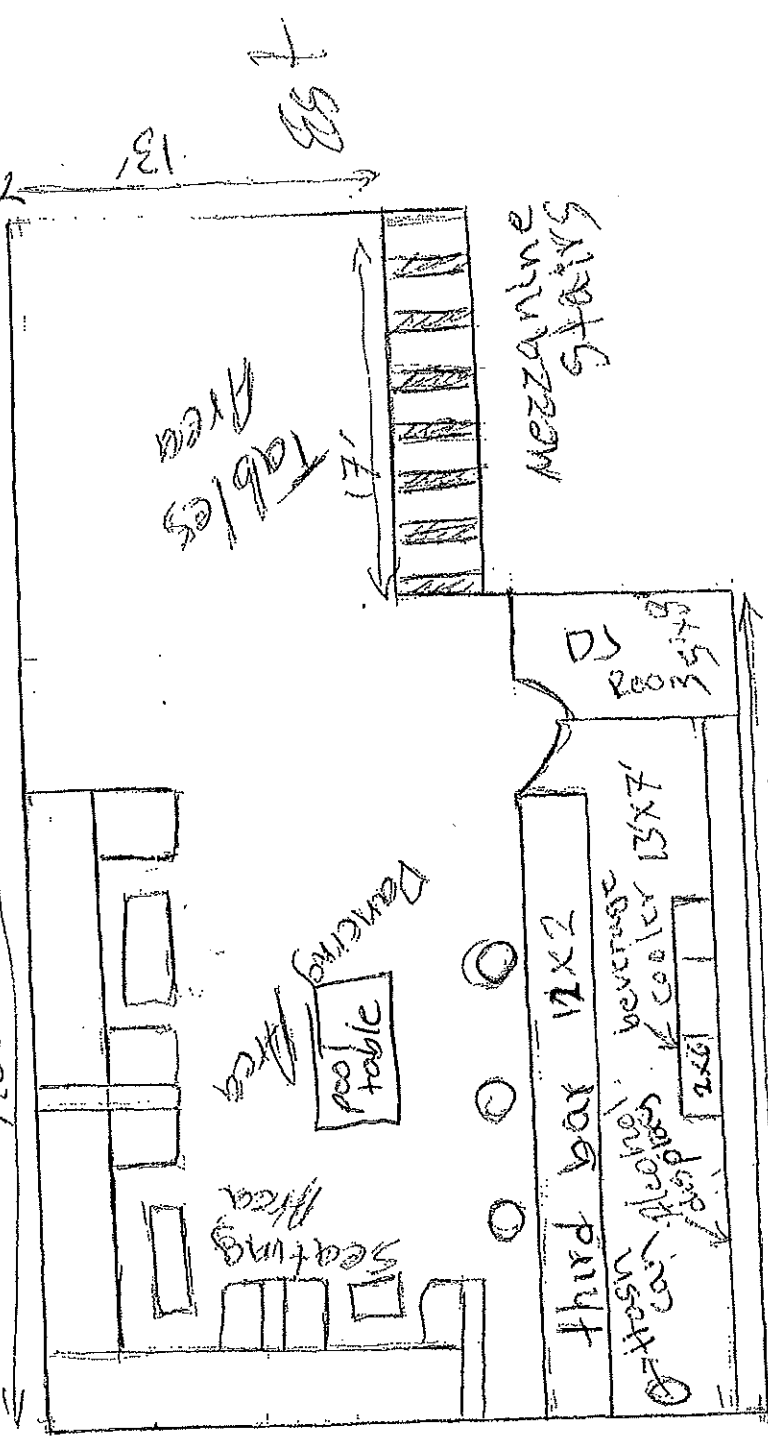
la playa Mariscos y bar

North

Mezzanine 36'

Mezzanine 39'

second floor 19'



867

sof

LA PLAYA MARISCOS Y BAR
 721 S Cesar e Chavez Dr
 Milwaukee WI 53201
 agent. Jean M Cabral
 11/05/22

Cesar e Chavez Dr

North

LA PLAYA MARIASCOS Y BAR LLC

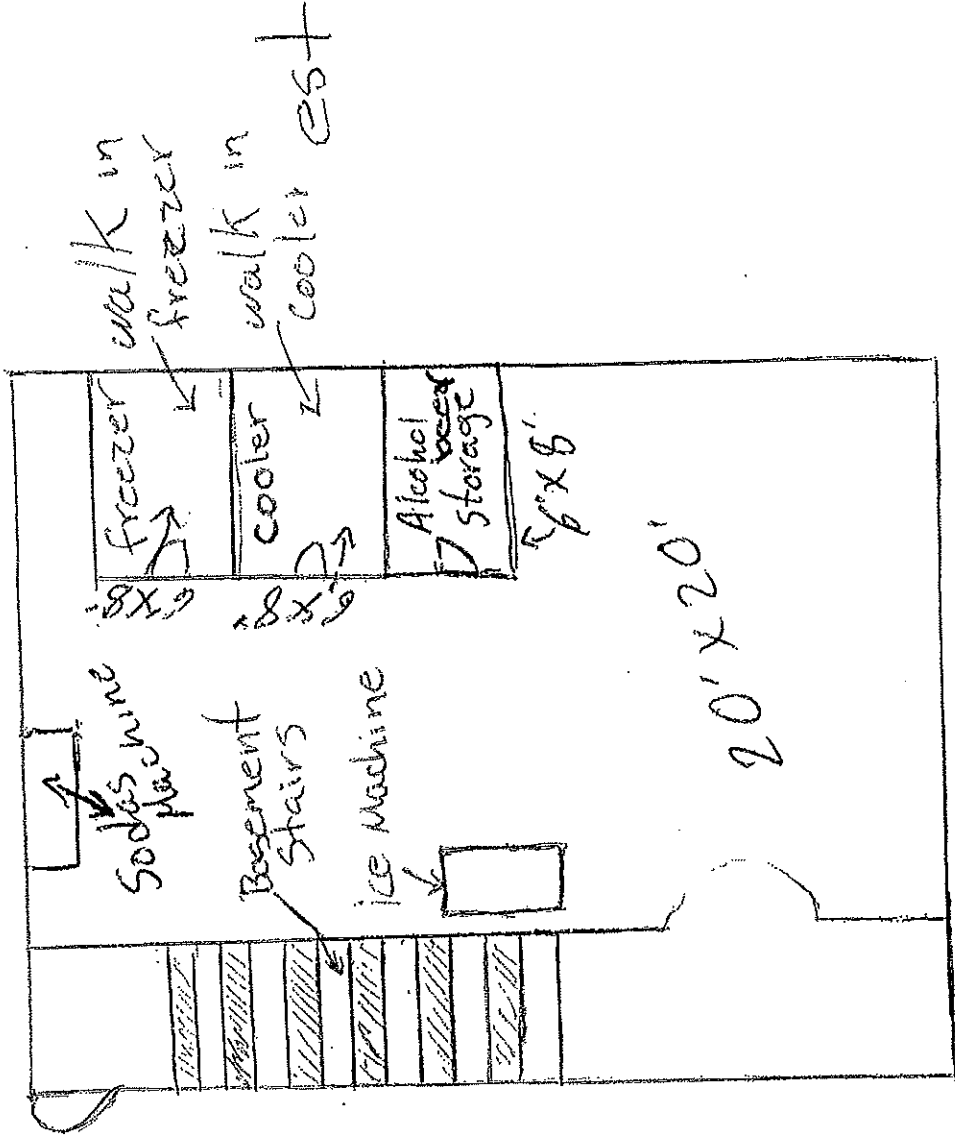
721 S. Cesar E Chavez Dr
Milwaukee WI
53201

11/05/22

la playa Mariasos y bar

Basement

Agent: Juan M. Cabral



West

South