



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

Monday, July 11, 2022

**COMMITTEE MEETING NOTICE**

AD 12

LOERA SOLIS, Amelia B, Agent  
Creative Increase LLC  
1619 S 1st St  
Milwaukee, WI 53204

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

**Tuesday, July 19, 2022 at 10:05 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Application Requesting Instrumental Musicians, Disc Jockey, Karaoke, Poetry Readings, Comedy Acts, Dancing, and Live Performers and Patrons Dancing as agent for "Creative Increase LLC" for "Vieux" at 1619 S 1st St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/935616013>. If you wish to call in, please call [+1 \(872\) 240-3311](tel:+18722403311) and use Access Code: 935-616-013.

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

**Notice for applicants with warrants or unpaid fines:**

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jim Cooney  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov)**

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

**FW: Objection to Class B Tavern**

License <LICENSE@milwaukee.gov>

Thu 5/5/2022 8:23 AM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Martin, Faviola <Faviola.Martin@milwaukee.gov>; Byrd, Yashica <Yashica.Byrd@milwaukee.gov>

Please add

**From**

**Sent:** Wednesday, May 4, 2022 3:02 PM

**To:** License <LICENSE@milwaukee.gov>

**Subject:** Re: Objection to Class B Tavern

Hello,

To the Vieux business at 1619 s 1st st.

On Wed, May 4, 2022 at 2:59 PM License <LICENSE@milwaukee.gov> wrote:

Good afternoon

To what tavern are you objecting?

Jim Cooney  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2238  
www.milwaukee.gov/license

**REDACTED RECORD**



**Sent:** Monday, May 2, 2022 4:48 PM

**To:** License <LICENSE@milwaukee.gov>

**Subject:** Objection to Class B Tavern

You don't often get email from

My name is \_\_\_\_\_ I am objecting to the Class B Tavern and public entertainment premises license. The reason being that my dad lives close by and his house was shot at during bar close in 2018, despite this the bar unfortunately remained opened. Gun shots after bar close is not uncommon but the bullet went through my sisters window in which she was sleeping in. She could have died. They continued to shoot at other houses. My dads drive way is constantly blocked by a car (a bar guest) and when my sister would be coming home late from her job she was unable to get onto our

parking lot. Everyone coming out of the bar drives drunk and many hit and runs occur. People in the neighborhood worry about their safety while this bar is open. Since it has been closed the neighborhood is relatively safe and everyone feels safe. I worry about my neighbors and most importantly my dad and my sisters safety. This can not continue to happen.

My contact information:

(may be easier to reach at this email)

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at [www.milwaukee.gov/email\\_disclaimer](http://www.milwaukee.gov/email_disclaimer)

**From:**  
**Sent:** Monday, May 2, 2022 3:43 PM  
**To:** License  
**Subject:** Objection of Vieux, 1619 S st St-Class B Tavern and Public Entertainment Purposes

You don't often get email from :

[Learn why this is important](#)

Good afternoon,

My name is [REDACTED] and I am writing in objection to the opening of a Class B Tavern and Public Entertainment Premises at the business Vieux located at 1619 S 1st St. My contact information is, [REDACTED] and my address is [REDACTED], Milwaukee, WI [REDACTED]. I grew up living on [REDACTED] and since a bar has been open it has brought an element of danger and rowdiness. Often at bar close people will stay on the streets playing loud music and drinking out of the bottles that were given to them at the bar then smashing them on the street. Additionally, in the crowd there have been people who have smashed car windows of residents in the area and vandalized our property. If you would like further proof of this I actually have videos of cars being vandalized as well as them staying out until about 4 am playing loud music. Personally, I have experienced the violence this bar has brought first hand as my house was shot at targeting a room where my sister was sleeping. This experience was very traumatizing and has made us fear the opening of this bar. The community has often fought against this opening because of the violence we have been subjected to. We are tired of having to be extra cautious in our neighborhood. I hope you are able to keep the residents of this community in mind while making the decision about this bar's license.

Thank you,

**REDACTED RECORD**



parking lot. Everyone coming out of the bar drives drunk and many hit and runs occur. People in the neighborhood worry about their safety while this bar is open. Since it has been closed the neighborhood is relatively safe and everyone feels safe. I worry about my neighbors and most importantly my dad and my sisters safety. This can not continue to happen.

My contact information:

Email: [ksanchk1@gmail.com](mailto:ksanchk1@gmail.com)

Work email: [Karen.Sanchez@sshc.org](mailto:Karen.Sanchez@sshc.org) (may be easier to reach at this email)

Mailing address: [1932A N Warren Ave Milwaukee WI 53202](#)

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at [www.milwaukee.gov/email\\_disclaimer](http://www.milwaukee.gov/email_disclaimer)

## Byrd, Yashica

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**From:** Citlali Sanchez <sanchez.citlali567@gmail.com>  
**Sent:** Monday, May 2, 2022 3:43 PM  
**To:** License  
**Subject:** Objection of Vieux, 1619 S st St-Class B Tavern and Public Entertainment Purposes

You don't often get email from sanchez.citlali567@gmail.com. [Learn why this is important](#)

Good afternoon,

My name is Citlali Sanchez and I am writing in objection to the opening of a Class B Tavern and Public Entertainment Premises at the business Vieux located at 1619 S 1st St. My contact information is, [Sanchezcitlali567@gmail.com](mailto:Sanchezcitlali567@gmail.com) and my address is 1578 S 2nd St, Milwaukee, WI 53204. I grew up living on 2nd and lapham and since a bar has been open it has brought an element of danger and rowdiness. Often at bar close people will stay on the streets playing loud music and drinking out of the bottles that were given to them at the bar then smashing them on the street. Additionally, in the crowd there have been people who have smashed car windows of residents in the area and vandalized our property. If you would like further proof of this I actually have videos of cars being vandalized as well as them staying out until about 4 am playing loud music. Personally, I have experienced the violence this bar has brought first hand as my house was shot at targeting a room where my sister was sleeping. This experience was very traumatizing and has made us fear the opening of this bar. The community has often fought against this opening because of the violence we have been subjected to. We are tired of having to be extra cautious in our neighborhood. I hope you are able to keep the residents of this community in mind while making the decision about this bar's license.

Thank you,  
Citlali Sanchez

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/15/21  
LICENSE TYPE: BTAVN  
NEW:   
RENEWAL:

No. 326706  
Application Date: 07/09/21

License Location: 1619 South 1<sup>st</sup> Street  
Business Name: Pointe View Boute

Licensee/Applicant: Ramos-Garcia, Marcos A.  
(Last Name, First Name, MI)

Date of Birth: 03/01/1985

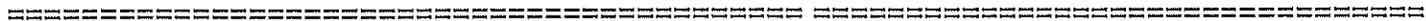
Home Address: 1748 South 3<sup>rd</sup> Street  
City: Milwaukee State: WI Zip Code: 53204  
Home Phone: 414-292-5770

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. On 10/26/2007 the applicant was charged in Milwaukee County with Carrying a Concealed Weapon.

Charge: Carrying a Concealed Weapon  
 Finding: Guilty  
 Sentence: 1 day house of correction  
 Date: 09/24/2008  
 Case: 2007CM007501



2. On 11/23/2017 officers observed subjects entering Point's View Boite, 1619 S 1<sup>st</sup> St, after 2:00am. The officer also observed subjects drinking at the bar after closing time. At 2:25am an officer entered and found a large group of about 40 patrons inside. The applicant was on scene and stated he thought he could close at 2:30am on Thanksgiving. He was advised closing time was 2:00am. He was cooperative and apologetic.

3. On 03/30/2018 officers were dispatched to an indecent exposure at Points View Boite, 1619 S 1<sup>st</sup> St. The caller stated she observed 12 strippers inside the tavern. The officer went to the business and observed several women dressed in lingerie but no one unclothed. The applicant stated they were throwing a lingerie party and there were no strippers. No violations were observed.
4. On 03/31/2018 at 2:41am officers conducted a licensed premise check at Points View Boite, 1619 S 1<sup>st</sup> St. When the officer attempted entry they found the door locked. Security opened the door and the officers observed a group of patrons inside consuming alcohol. The bar was cleared and the officers counted 16 patrons inside after hours. The applicant stated he was having issues closing out customer tabs which resulted in them being inside after hours.

Charge: Class B Premises Allow Patron After Hours  
Finding: Guilty  
Sentence: Fined \$1,770.00  
Date: 10/22/2018  
Case: 18040644

5. On 04/06/2018 a meeting was held at District 2 with the applicant regarding the after-hours incident from 03/31/2018 at Point's View Boite, 1619 S 1<sup>st</sup> St. Captain RAMIREZ stated he was concerned because this was the second after-hours violation under new ownership. The applicant was advised the premise is not licensed for "dancing by performers" and he needed to obtain special event permits from the alderman. He was also advised occupancy includes employees and performers. The applicant stated he would start closing earlier in order to have patrons out by 2:30am. He also stated he would obtain the necessary licenses to have employees dance.

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Item #4 updated with disposition on 06/06/2019

6. On 07/30/2018 at 2:22am officers were dispatched to Points View Bar, 1619 S 1<sup>st</sup> St for an Assist the Officer complaint. The officers spoke with the applicant who stated there was a female that was trying to pick fights and attempted the jump over the bar. Other patrons, who were off duty police officers, restrained the female and escorted her outside. The applicant did not wish to prosecute.
7. On 10/04/2018 officers investigated a Robbery complaint that occurred at Points View, 1619 S 1<sup>st</sup> St on 09/29/2018. The victim stated he was inside Points View Bar and was jumped by a group of 13-15 males. The victim stated he did not start the fight and does not know why the subjects jumped him. The victim stated he was on the ground and the subjects were kicking him. He stated that security got involved and was assisting the subjects hitting him. He stated security dragged him into the bathroom and pulled off his three gold necklaces from around his neck. The victim was then escorted out of the tavern and he went home to Chicago without calling the Police until 10/04/2018. The victim did sustain injuries that required medical attention. The officers contacted the owner and were unable to view the surveillance video.
8. On 11/11/2018 officers were advised of an incident at Point View, 1619 S 1<sup>st</sup> St, which occurred on 11/09/2018. The complainant stated she was at Point View on Friday 11/09/2018 and was involved in a fight. She stated she was taken out and was outside on the patio when another patron approached her and displayed a gun. She stated that she was not threatened but wanted the Police to know that there are patrons with guns at the bar. The applicant stated

he has 3 unarmed security guards inside the business as well as 3 armed Midwest Security Guards. His security pats down patrons as they enter and does not allow guns in the bar. The officers watched the video from that night. The officers observed the complainant on the patio with security. They observed a subject approach her, and talk with her. The officers did not see a gun in the subject's hands.

9. On 12/23/2018 at 1:58am officers were dispatched to a Subject with Gun call at S. 2<sup>nd</sup> St and W. Lapham Bl, which the officers found to have occurred at Point View. The caller was security who stated they kicked out two subjects. A car came to pick up the subjects and the front passenger displayed a firearm and threatened to shoot up the bar. The security guard told the subject to put the gun away and the two subjects that were kicked out got in the car and left. The applicant and security were cooperative with the investigation.
10. On 02/03/2019 at 2:10am, officers were dispatched to shots fired at Point View, 1619 S 1<sup>st</sup> St. The officer arrested a subject sitting in a car next to Point View in the Scrub a Dub lot. The subject had two firearms and marijuana in his auto and casings inside and outside his auto. The investigation revealed the subject to be 20 years old and he stated he had been inside Point View. He stated he knew the security and had paid the bouncers \$100 several months prior to be let in. He wouldn't identify the security guard. A security guard stated he was outside keeping 2 groups from fighting when he heard several shots fired. The officers interviewed the applicant who stated he was inside when he heard shots fired outside. The applicant stated he does not have cameras outside covering the area where the shots were fired. The applicant was cooperative during the investigation.
11. On 02/17/2019 at 12:45am officers were flagged down to investigate a fight at Point View, 1619 S 1<sup>st</sup> St. The applicant flagged down the officers for two females fighting in the Scrub a Dub lot. The officers could not locate the subjects. Officers walked through the establishment with the applicant to make sure there were no other problems.
12. On 03/03/2019 officers were monitoring bar close at Point View, 1619 S 1<sup>st</sup> St. The officers observed two subjects leaving the tavern arguing. The applicant and his security were attempting to get the subjects to leave. They did finally leave but a fight was called in on S. 2<sup>nd</sup> St that involved the same subjects. Both subjects appeared to be highly intoxicated. The subjects were cited for Disorderly Conduct. The applicant was advised to refuse service to highly intoxicated patrons to prevent future problems.
13. On 04/07/2019 at 4:16am officers were dispatched to St Luke's Hospital to investigate a battery complaint. The victim stated she was at Point View, 1619 S 1<sup>st</sup> St, when she saw a subject that she has had a feud with for several years. They immediately began fighting. The parties were separated by friends. The victim stated when she left the bar the suspect was waiting outside and hit her with a bottle. The victim received a laceration to her right cheek. She stated security observed the incident and escorted her to her car. She then went to the District Station to report the incident and then to the hospital for treatment.
14. On 04/28/2019 at 1:59am officers were flagged down for a Trouble with Subject at Point View, 1619 S 1<sup>st</sup> St. The applicant stated he was having problems with a patron inside the tavern. The subject left when approached by officers. While on scene two female patrons began to argue and the officer broke it up without further incident. There is an ongoing problem with patron's cars blocking the alley and residents garages. The applicant was cooperative and no tavern violations were observed.

15. On 05/10/2019 a meeting was held at District 2 regarding Point View, 1619 S 1<sup>st</sup> St. The applicant stated that since the 02/03/2019 incident any patrons parking in the Scrub a Dub lot needs to supply a photo ID which is scanned in the event of a problem on the lot. The applicant stated he has several fund raisers planned and it was suggested he have a plan in place to prevent any potential problems.
16. On 05/19/2019 at 1:45am officers were dispatched to St Luke's Hospital to investigate a battery that occurred at Point View, 1619 S 1<sup>st</sup> St. The victim stated he was in the bar and bumped into a female, who then threw her drink in his face. He responded by dumping his beer on her head. He stated an unknown male struck him in the head with an object which caused a 1" laceration to his head. The officer contacted the applicant about obtaining the video but they did not receive it at the time the report was written.
17. On 05/19/2019 at 4:56am officers were dispatched to an entry complaint at Point View, 1619 S 1<sup>st</sup> St. The officers cleared the building and observed damaged beer bottles and a damaged TV. They also observed two bullet holes in the exterior wall, one of which went through the wall striking the opposite wall in the bathroom. Officers located bullet casings on Lapham St. The applicant showed the officers video on his phone which showed two subjects enter through the front door, damage the liquor bottles and damage the TV by throwing a bottle at it. The key holder, Eric SUTTON, lives above the bar and he stated he heard two gun shots at about 4:30am. The officers contacted the applicant to obtain a copy of the surveillance video but have not received a copy at the time the report was written.

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18. On 07/07/2019 at 2:11am officers were monitoring closing at The Pointe View Boite Bar, 1619 S 1<sup>st</sup> St. The officers observed a group of females outside near the bar attempting to fight. They also observed two males fighting in the Scrub a Dub parking lot. The fight broke up when the officers got out of their squad and the parties left. More squads arrived and the crowd dispersed. The applicant was on scene and cooperative with the officers.
19. On 12/05/2019 at 9:50pm officers, along with agents from the Wisconsin Department of Revenue, conducted a license premise check at 1619 S 1<sup>st</sup> St. The applicant was not at the tavern but was called by the bartender. The applicant came to the tavern and was cooperative with the inspection. The Wisconsin Department of Revenue agent confiscated 24 bottles of beer and 5 containers of hookah. The applicant was also advised to not reuse liquor bottles and to use premixed drinks the day they were mixed.
20. On 02/23/2020 at 9:43pm investigated a shoots fired at 1619 S. 1<sup>st</sup> St. The officer spoke with the applicant who stated the business was closed but there were employees working in the basement. Those employees heard a shot fired outside. The applicant stated there was a shot fired through the front window. The incident was captured on video, which he showed to the officers.
21. On 03/01/2020 at 2:10am officers conducted a license premise check at Points View Boite, 1619 S 1<sup>st</sup> St. The officers were advised there was a call at that location for subjects with guns, blocking the street. The officers observed the bar was letting out but the street was not blocked. There were several groups that were arguing but no physical altercations. The applicant was on scene and requested the officers remain on scene until the crowd cleared. Security did not attempt to clear the crowd until the parking lot was clear.

22. On 03/02/2020 at 12:47am officers were dispatched to a tavern violation at 1619 S 1<sup>st</sup> St. The caller stated she was advised he underage son was at Points View. She stated her son is 19 years old and has a fake ID. The officers had security check the bar but could not locate the underage person.
23. On 03/08/2020 at 1:39am officers were dispatched to a Shooting at Pointe's View Boite, 1619 S 1<sup>st</sup> St. The investigation revealed there was an argument inside between two groups over spilt champagne. As patrons exited actors fired shots from multiple weapons, striking the victim. The applicant provided video, which added in the capture of the suspects.
24. On 03/12/2020 an officer and the District captain went to Point's View Boite, 1619 S 1<sup>st</sup> St, to speak with the applicant about an upcoming event. The applicant stated he was going to hire additional security for the event. He was reminded to have security outside at bar close to prevent problems outside.
25. On 04/12/2020 at 11:28pm officers conducted a license premise check at Point's View Biote, 1619 S 1<sup>st</sup> St. when the officers arrived they observed the lights on and several subjects inside consuming snacks. The applicant arrived on scene and stated the people inside were employees. He was advised to not have gatherings inside the business due to the Safe at Home order.

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**Item #26 heard last meeting but held open per committee**  
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26. On 07/20/2020 at 1:43am officers heard shots coming from the area of Points View bar. The officers observed about 50 people in front of the bar, who stated someone was shooting off a small gun in the parking lot. The applicant was on scene and allowed officer's to view the surveillance video. The system covered the parking lot but does not cover the alley. The officers did not locate any casings outside and or video of the incident. The applicant stated he would call officers if he located any video or evidence of the incident. On 08/06/2020 officers reviewed the video of this incident that was captured by the cameras at the Scrub A Dub car wash. The video shows a subject exiting Point's View and walking to the alley. The subject disappears for a short time. When the subject returns to camera view he is observed shooting a hand gun in the air. The camera shows one of the security guards look at and walk towards the subject; who then exits camera view. The police then arrive on scene.
27. On 09/04/2020 follow-up was conducted regarding Item #26 and video surveillance was located which captured the incident. The footage shows a subject fire approximately 5 shots in the air behind 1618 S 2<sup>nd</sup> st and then walk north in the alley. At 1:50am officers arrive at the front of the location. At 1:54am employees were seen with flashlights looking for evidence from the shots fired. At 3:22am the applicant is observed with two other individuals who are seen picking up casings and then handing them over to the applicant. The applicant never notified the Milwaukee Police that he recovered casings regarding the shots fired investigation. It should be noted that during the time of the incident, police body camera footage shows the applicant becoming confrontational with officers asking "why do you need my info?" and "nothing happened here". After several minutes the applicant provides his information to the officers. On 09/14/2020, the applicant reported to District Two and was arrested and charged with Resisting or Obstructing an Officer (Misdemeanor).

Charge: Resisting or Obstructing an Officer  
Finding: Dismissed

Sentence:

Date:

Case: 2020CM002416

28. On 01/10/21 at 12:12am, Milwaukee Police conducted a license premise check at 1619 S. 1st Street. Upon arrival, officers asked security personnel outside how many patrons were inside the establishment and if they were using a counter. They did not know how many people were inside and said the security guard inside was keeping count. Officers then interviewed the applicant about the capacity and he retrieved a counter from security and told officers that there were 44 patrons inside the tavern. Due to Covid the capacity was at 50%, or 48 people including staff. Officers estimated that 80 people plus personnel were inside the establishment.
29. On 01/29/21 at 11:44pm, Milwaukee Police, along with a person from the Environmental Health Service, conducted a license premise check at 1619 S. 1st Street. The found no violations inside the establishment.
30. On 04/05/21 at 1:00am, Milwaukee Police were dispatched to 8141 W. Denver Avenue for a subject with gun complaint. The victim stated she and her boyfriend were leaving the tavern located at 1619 N. 1st street. They were confronted by her boyfriend's ex-girlfriend who was with a group of people. An argument, and ultimately a fight, ensued and one of the parties involved in the fight brandished a firearm and threatened to shoot the victim. The boyfriend's ex-girlfriend struck the victim in the face causing a laceration to her right eye lid. Further investigation revealed that Milwaukee Police were dispatched to 1619 N. 1st Street during the time of the altercation but security at the establishment said they did not see or hear anything. Security was cooperative with police.
31. On 06/26/2021, at 12:30am, Officers were dispatched for a theft. The victim parked near the bar and had his window broken and his firearm taken from the glove box.
32. On 07/12/21 at 2:23am, Milwaukee Police were dispatched to 1619 S. 1st Street for a shots fired complaint. When officers arrived they located 9 casings and 1 cartridge at the rear of the location. Security told officers they had not heard or saw shots fired. Officers spoke to the manager, Juan Rodriguez, who stated that there were no incidents and he did not hear any shots fired. Officers recovered video from the Scrub A Dub which showed an altercation between two parties entering vehicles. The subjects start to shoot at each other from their respective vehicles. Video shows 4-5 security personnel from the establishment outside of the business at the time of the incident (even taking cover as the firearms are discharged). Follow up was conducted with the applicant regarding the incident, who was not present on that night, and he said he would take disciplinary action against his staff and understood the importance of reporting all incidents that occur around his establishment.
33. On 07/16/21 at 1:00am, Milwaukee Police were flagged down by a citizen for a large fight which was occurring at 1619 S. 1st Street. Upon arrival, officers observed approximately 6-7 subject actively fighting in the parking lot and fled upon police arrival. Security told officers that the subjects were possibly related and did not know why they were fighting. Follow up was done and surveillance video from a neighboring business reveals an altercation at the doorway of the establishment and security attempting to push/breakup the altercation in the parking lot. The applicant was cooperative with the investigation.

PREVIOUS PREMISE

Date:07/08/22  
Officer: Vodicka

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

Name of Premise: Vieux  
Address: 1619 S 1<sup>st</sup> St  
Phone: 414-748-4074

Owner: MRG Group LLC  
Owner address:  
City State Zip:  
Owner Phone:  
Owner email:

Licensee/Agent: Amelia B LOERA-SOLIS  
Home Address: 3540 S Howell Av  
City State Zip: Milwaukee, Wi 53207  
Phone: 414-748-4074  
Email: Loeramei@Gmail.com

Preferred contact: LOERA-SOLIS

Location currently open:  YES  NO

Projected open date: 08/01/22

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

Hours of Operation: Sun: 8a-2a 24 hours Y N  
Mon: "  
Tue: "  
Wed: "  
Thu: "  
Fri: 8a-230a  
Sat: "

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 2
  - f.  Residential
  - g.  Other businesses
  - h.  Other: Rooming house above location
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: 6
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: 10 days
21. Are there exterior cameras  Yes  No How many: 6
22. Are there interior cameras  Yes  No How many: 10

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 100  
 26. What is the minimum number of employees that will be on premise 3  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 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? Event organizer/Security  
 39. Will a guard monitor the overflow crowd at all times?  Yes  No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Licensee plans on removing "frosting" from exterior front windows. Licensee states that the location will be used as an event hall and that some clients may provide security as a term of the rental agreement. Licensee does not have access to security cameras until lease is final, will train another employee.

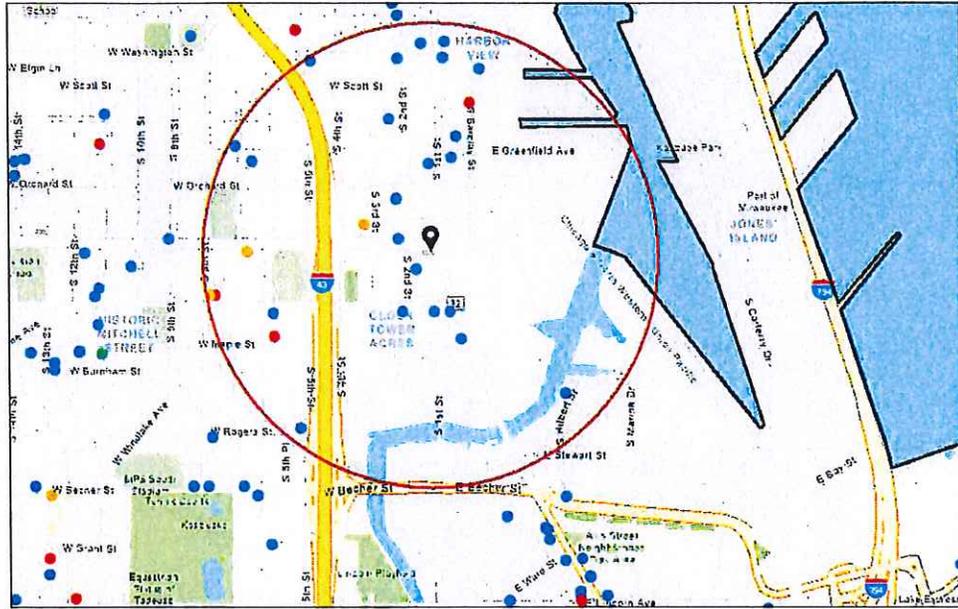


# Concentration Map - 1619 S 1st ST

## Area of Interest (AOI) Information

Area : 21,862,585.81 ft<sup>2</sup>

Apr 25 2022 14:32:48 Central Daylight Time



- Alcohol Licenses
- Class A Fermented Malt Beverage
- Class B Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern
- City Limits

1:18,056  
0 0.1 0.2 0.4 mi  
0 0.17 0.35 0.7 km  
Source: Esri, HERE, Garmin, IGN, NAVI, USGS, © OpenStreetMap contributors, and the GIS User Community

4/25/2022

## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	30		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MITCHELL BEVERAGE, LLC	SAM'S LIQUOR	RUPINDER KAUR, Agt	732 W HISTORIC MITCHELL ST	Class A Malt & Class A Liquor License		11/29/2021, 6:00 PM	1
2	MJ DePalma, LLC	The Dark Horse Tavern	MONICA J DE PALMA, Agt	1517 S 2ND ST	Class B Tavern License	80	11/27/2021, 6:00 PM	1
3	Taqueria El Toro LLC	Taqueria El Toro LLC	Toribio Perez Martinez, Agt	551 W Historic Mitchell ST	Class B Tavern License	94	12/3/2021, 6:00 PM	1
4	TRANSFER, INC	TRANSFER PIZZERIA CAFE	JOHN M ROSSETTO, Agt	101 W MITCHELL ST	Class B Tavern License	99	1/13/2022, 6:00 PM	1
5	Love's	Love's	ELIZABETH L TORRES, SP	201 W MITCHELL ST	Class B Tavern License	80	12/25/2021, 6:00 PM	1
6	Cheesehead Events, LLC	The Factory on Barclay	Ralph J Bruno, Agt	1120 S Barclay ST	Class B Tavern License	400	1/21/2022, 6:00 PM	1
7	La Fortaleza Grocery LLC	La Fortaleza Grocery	Franklin R Viera, Agt	1610 S 7TH ST	Class A Fermented Malt Beverage Retailer's License		2/7/2022, 6:00 PM	1
8	ZAD'S, INC	ZAD'S	TERRY M ZADRA, Agt	436-38 S 2ND ST	Class B Tavern License	160	2/12/2022, 6:00 PM	1
9	LA LUNA LIQUOR, INC	LA LUNA LIQUOR	HANIN K ABDELRAHIM, Agt	552 W MAPLE ST	Class A Malt & Class A Liquor License		3/19/2022, 7:00 PM	1
10	Braise Restaurant, LLC	Braise Restaurant	David K Swanson, Agt	1101 S 2nd ST	Class B Tavern License	202	2/9/2022, 6:00 PM	1
11	LANDLUBBER S, INC	BARNACLE BUD'S	GENE M MC KIERNAN, Agt	1955 S HILBERT ST	Class B Tavern License	50	3/14/2022, 7:00 PM	1
12	Cermak Milwaukee #2, LLC	Cermak Fresh Market	Joseph Marano, Agt	135 E Scott ST	Class A Malt & Class A Liquor License		6/21/2022, 7:00 PM	1
13	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2022, 7:00 PM	1
14	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2022, 7:00 PM	1
15	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	5/27/2022, 7:00 PM	1
16	Campesino, LLC	Carniceria El Campesino	RUPINDER S ARORA, Agt	635 W GREENFIELD AV	Class B Tavern License	49	6/15/2022, 7:00 PM	1
17	Fiesta 1407 LLC	Fiesta Cafe/Fiesta Cafe Food Truck	Rosa Isela Real Perez, Agt	1407 S 1ST ST	Class B Tavern License	99	7/17/2022, 7:00 PM	1
18	El Taco Riendo LLC	The Laughing Taco	Lucia L Munoz, Agt	1031 S 1ST ST	Class B Tavern License		7/26/2022, 7:00 PM	1

19	BOTTLE MILWAUKEE, LLC	THE BOTTLE MILWAUKEE	TONY D WOJTECKI, Agt	1753 S KINNICKINNI C AV	Class B Tavern License	99	7/25/2022, 7:00 PM	1
20	La Mexicana	La Mexicana	Arturo Cuevas-Silvestre, SP	101 E MITCHELL ST	Class B Tavern License	82	7/14/2022, 7:00 PM	1
21	Aramark Corporation	Rockwell Automation/Cafe	Heidi M Petrakis, Agt	1201 S 2nd ST	Class B Tavern License		7/24/2022, 7:00 PM	1
22	GUANAJUAT O'S BAR	GUANAJUAT O'S BAR	FRANCISCO GONZALEZ, SR, SP	1979 S 5TH ST	Class B Tavern License	110	8/30/2022, 7:00 PM	1
23	WISCONSIN INVESTMENT GROUP, INC.	HARBOR ROOM	Robert K Murphy, Agt	117 E GREENFIELD AV	Class B Tavern License	160	7/23/2022, 7:00 PM	1
24	A&H Foods LLC	El Paso Foods	Amir Nagati F Mavrkis, Agt	1559 S 3rd ST	Class A Fermented Malt Beverage Retailer's License		9/20/2022, 7:00 PM	1
25	MULTIVERSE, INC	WOODY'S	Alan F Kettering, Agt	1579 S 2ND ST	Class B Tavern License	99	10/12/2022, 7:00 PM	1
26	QUALITY DISCOUNT, LLC	QUALITY DISCOUNT	OMAR A ALLI, Agt	738 W HISTORIC MITCHELL ST	Class A Fermented Malt Beverage Retailer's License		9/20/2022, 7:00 PM	1
27	MO'BAY CAFE LLC	Mobay Cafe	Nadine N Dixon, Agt	1022 S 1ST ST	Class B Tavern License	192	10/10/2022, 7:00 PM	1
28	Don's Deli LLC	Don's Diner	Aaron R Gersonde, Agt	1100 S 1ST ST	Class B Tavern License		10/24/2022, 7:00 PM	1
29	MJ DePalma, LLC	The Dark Horse Tavern	MONICA J DE PALMA, Agt	1517 S 2ND ST	Class B Tavern License	80	11/27/2022, 6:00 PM	1
30	Momo Mee INC	Momo Mee	Tony W Ho, Agt	110 E GREENFIELD AV	Class B Tavern License	150	11/18/2022, 6:00 PM	1

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



Monday, July 11, 2022



# Notice of Public Hearing

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LOERA SOLIS, Amelia B  
Vieux at 1619 S 1st St.

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Karaoke, Poetry Readings, Comedy Acts, Dancing by Performers and Patrons Dancing

**Tuesday, July 19, 2022 at 10:05 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 07/19/2022 at 10:05 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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 testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	107 W KASSNER PL	MILWAUKEE, WI 53204-2913
CURRENT OCCUPANT	107A W KASSNER PL	MILWAUKEE, WI 53204-2913
CURRENT OCCUPANT	108 W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	108A W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	112 W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	112A W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	116 W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	116A W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	120 W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	120A W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	122 W LAPHAM BLVD	MILWAUKEE, WI 53204-2914
CURRENT OCCUPANT	124 W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	124A W KASSNER PL	MILWAUKEE, WI 53204-2912
CURRENT OCCUPANT	128 W LAPHAM BLVD	MILWAUKEE, WI 53204-2914
CURRENT OCCUPANT	1568 S 2ND ST.	MILWAUKEE, WI 53204-2928
CURRENT OCCUPANT	1574 S 2ND ST	MILWAUKEE, WI 53204-2928
CURRENT OCCUPANT	1578 S 2ND ST	MILWAUKEE, WI 53204-2928
CURRENT OCCUPANT	1614 S 2ND ST	MILWAUKEE, WI 53204-2904
CURRENT OCCUPANT	1615 S 2ND ST, LOWER	MILWAUKEE, WI 53204-2905
CURRENT OCCUPANT	1615 S 2ND ST, UPPER	MILWAUKEE, WI 53204-2905
CURRENT OCCUPANT	1615A S 2ND ST, FRONT	MILWAUKEE, WI 53204-2905
CURRENT OCCUPANT	1615A S 2ND ST, REAR	MILWAUKEE, WI 53204-2905
CURRENT OCCUPANT	1618 S 2ND ST	MILWAUKEE, WI 53204-2904
CURRENT OCCUPANT	1618A S 2ND ST	MILWAUKEE, WI 53204-2904
CURRENT OCCUPANT	1634 S 2ND ST	MILWAUKEE, WI 53204-2904
CURRENT OCCUPANT	1643 S 1ST ST	MILWAUKEE, WI 53204-2902
CURRENT OCCUPANT	1643A S 1ST ST	MILWAUKEE, WI 53204-2902
CURRENT OCCUPANT	1651 S 1ST ST	MILWAUKEE, WI 53204-2902
CURRENT OCCUPANT	1651A S 1ST ST	MILWAUKEE, WI 53204-2902

Blank Notice

Total Records: 336734

Radius 250.0 feet and Center of Circle: 1619 S 1st St



Monday, July 11, 2022

## Licenses Committee Notice of Hearing

The MRG Group LLC  
1748 S 3rd St

Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Karaoke, Poetry Readings, Comedy Acts, Dancing by Performers and Patrons Dancing

LOERA SOLIS, Amelia B, Agent  
Vieux at 1619 S 1st St

Date: 7/19/2022

Time: 10:05 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, July 19, 2022. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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.

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.





- HOME
- SEARCH
- SUMMARY**
- INTERIOR
- EXTERIOR
- ABOUT

| [Previous Assessment](#) | [Sale Owner History](#) | [Permits](#)

Card 1 of 1

<b>Location</b> 1617 S 1ST ST	<b>Property Account Number</b> 4620035000	<b>Parcel ID</b> 4620035000
-------------------------------	--	-----------------------------

Old Parcel ID

**Current Property Mailing Address**

<b>Owner</b> THE MRG GROUP LLC	<b>City</b> MILWAUKEE
<b>Address</b> 1748 S 3RD ST	<b>State</b> WI
	<b>Zip</b> 53204
	<b>Zoning</b> LB2

**Current Property Sales Information**

<b>Sale Date</b> 12/17/2018	<b>Legal Reference</b> 10835733
<b>Sale Price</b> 412,500	<b>Grantor(Seller)</b> STE INVESTMENTS, LLC A WISCONSIN

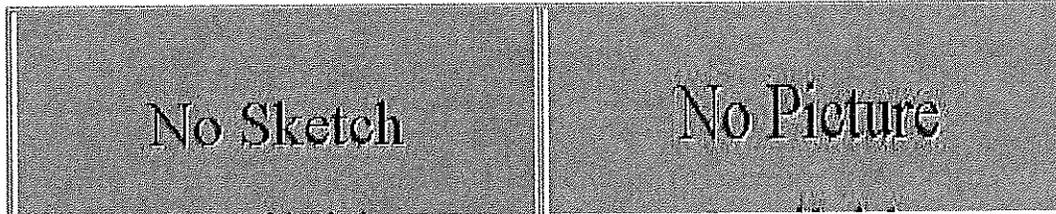
**Narrative Description**

This property contains 0.09642 - AC of land mainly classified as Local Commercial with a(n) Tavern style building, built about 1890 , having Alum/Vynyl Siding exterior and N/A roof cover, with 1 commercial unit(s) and 11 residential unit(s), 0 total room(s), 2 total bedroom(s), 0 total bath(s), 0 total half bath(s), 0 total 3/4 bath(s).

**Legal Description**

ALLCOTT'S SUBD IN NE 1/4 SEC 5-6-22 BLOCK 153 LOT 3 BID #51

**Property Images**





# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

## 1. Type of Business

Applying for:  Extended Hours (12AM to 5AM) - If a food establishment, check all that apply:  Delivery  Drive Thru  Dining Room  
 Self Service Laundry  Massage Establishment  Filling Station  
 Other (supplemental application for specific license also required)

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

Do you have any experience operating this type of business?  No  Yes If yes, explain: 5 Years of event management experience

## 2. Business Operations

- a. Proposed Opening Date: May 6th, 2022
- 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: 9/19/2021
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: Outside Patio
- b. Number of Garbage Cans: Inside: 10 Locations: behind the bar, restrooms, common area  
Outside: 2 Locations: close to entrance/exits and patio
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? TBD and answer the following:  
 What are their responsibilities? Dependent on event  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials Dependent on event
- d. Will there be security cameras?  No  Yes If yes, how many? 16 and list locations: throughout the space  
11 inside, 5 outside
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>10</u> % Describe: <u>Rental Fees</u>
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant  Cafe/Coffee Shop  Deli or Fast Food Restaurant  Private/Fraternal/Veterans Club
- Night Club  Tavern  Cocktail Lounge  Teen Club
- Banquet Hall  Sports Facility  Bowling Alley
- Hotel/Motel: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

- Liquor Store  Corner Store  Supermarket  Convenience Store
- Gas Station  Amusement/Phonograph Distributor  Recycling, Salvage or Towing
- Used Car Dealer  Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.)  Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit  Cigarette & Tobacco  Gas Station  Extended Hours  Class "B" Tavern  Weights & Measures
- Secondhand Dealer  Precious Metal & Gem  Other: \_\_\_\_\_

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

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: mezzanine
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Lapham Blvd
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 3  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Marcos A Ramos Garcia Phone Number: 4142925770  
 Building Owner Address: 1748 S 3rd st Milwaukee WI 53204

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

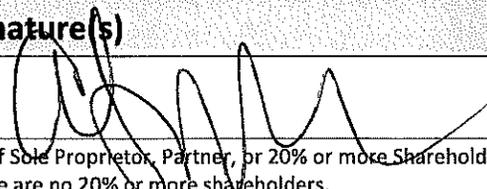
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (if none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8am	1am	90	all ages	None
Monday	8am	1am	90	all ages	None
Tuesday	8am	1am	90	all ages	None
Wednesday	8am	1am	90	all ages	None
Thursday	8am	1am	90	all ages	None
Friday	8am	2am	90	all ages	None
Saturday	8am	2am	90	all ages	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

## 11. Signature(s)

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

\_\_\_\_\_  
 Signature of additional partner or 20% or more shareholder

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Hett Creative Increase LLC

Premise Address: 1619 S 1st St Milwaukee WI 53204

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

Is the building within 300 feet of any church, school, daycare center or hospital?  No  Yes

### "Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"?  No  Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

### Business Information

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

If yes, list their name and address: \_\_\_\_\_

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business?  No  Yes

If no, list the name and address of the person(s) who will: \_\_\_\_\_

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business?  No  Yes

If yes, explain: \_\_\_\_\_

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

No  Yes If yes, list name and address: \_\_\_\_\_

### Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building?  Own  Lease

b) Who owns the fixtures (for example, coolers, etc.)? Owner of the building

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

d) Total amount paid for business \$ 0

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

### Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins 4/1/22 Ends 3/31/25

b) Monthly rental \$ 3250

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

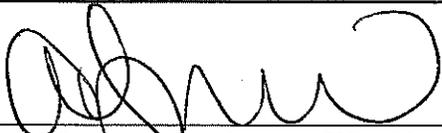
### Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

### Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted?  No  Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):  
\_\_\_\_\_

### Signature



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

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

### New and transfer of premises applicants must submit the following:

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



## PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS:** 1619 S 1st St Milwaukee WI 53204

**TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)**

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

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

**PROMOTERS/SOUND AMPLIFICATION**

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

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

**LEGAL CAPACITY OF PREMISES**

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

**ACKNOWLEDGEMENT/SIGNATURE**

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

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

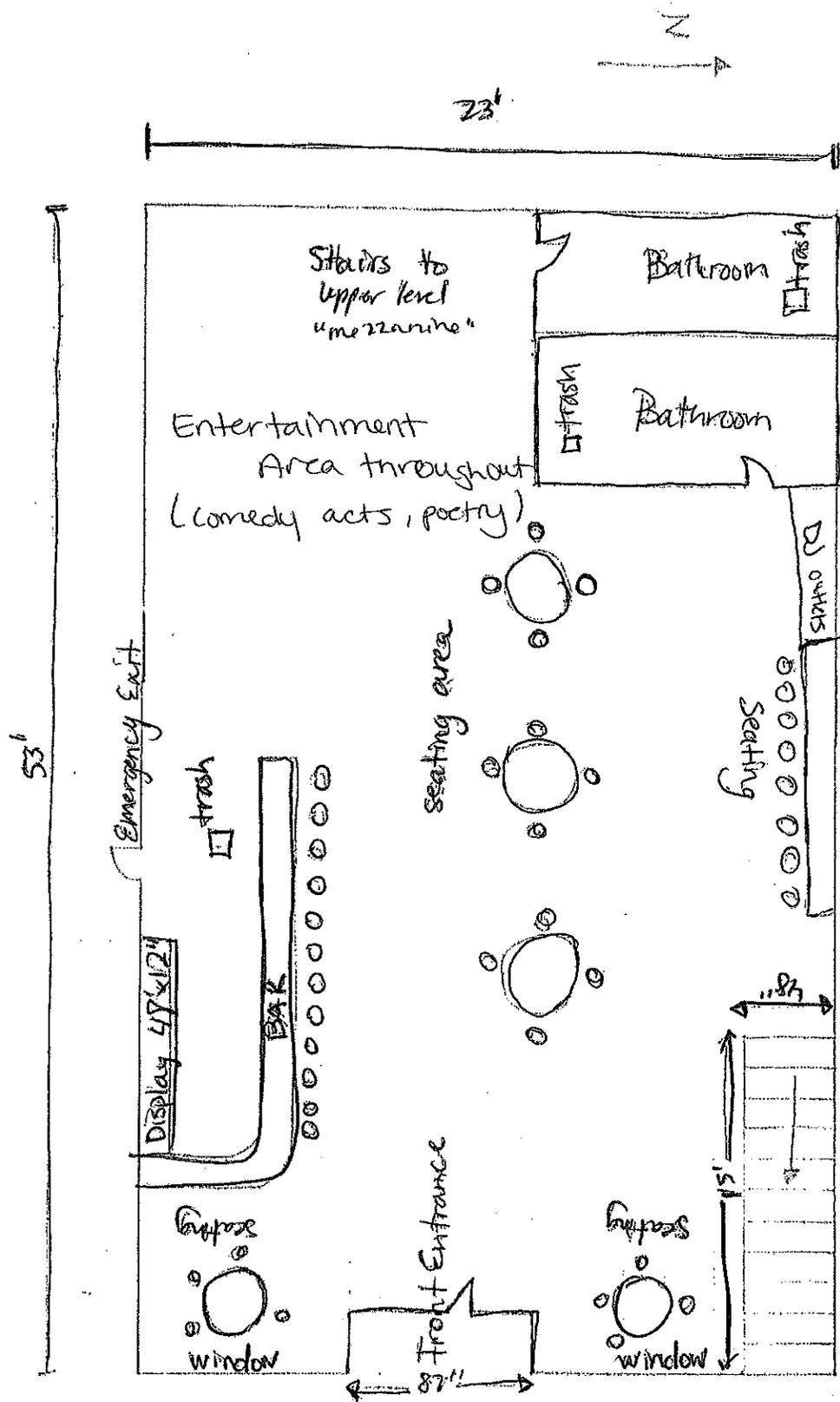
*[Handwritten Signature]*

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

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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



Total Square Footage 1219

Agent for: Creative Increase LLC

Amelia Blosa Sois  
 DBA: Vieux  
 1619 South 1st, Milwaukee, WI 53204

Date: 4/25/22

1st St + 24th

Entertainment area and type dependent on event booked

Amelia B. Loera Solis

DBA: Vieux

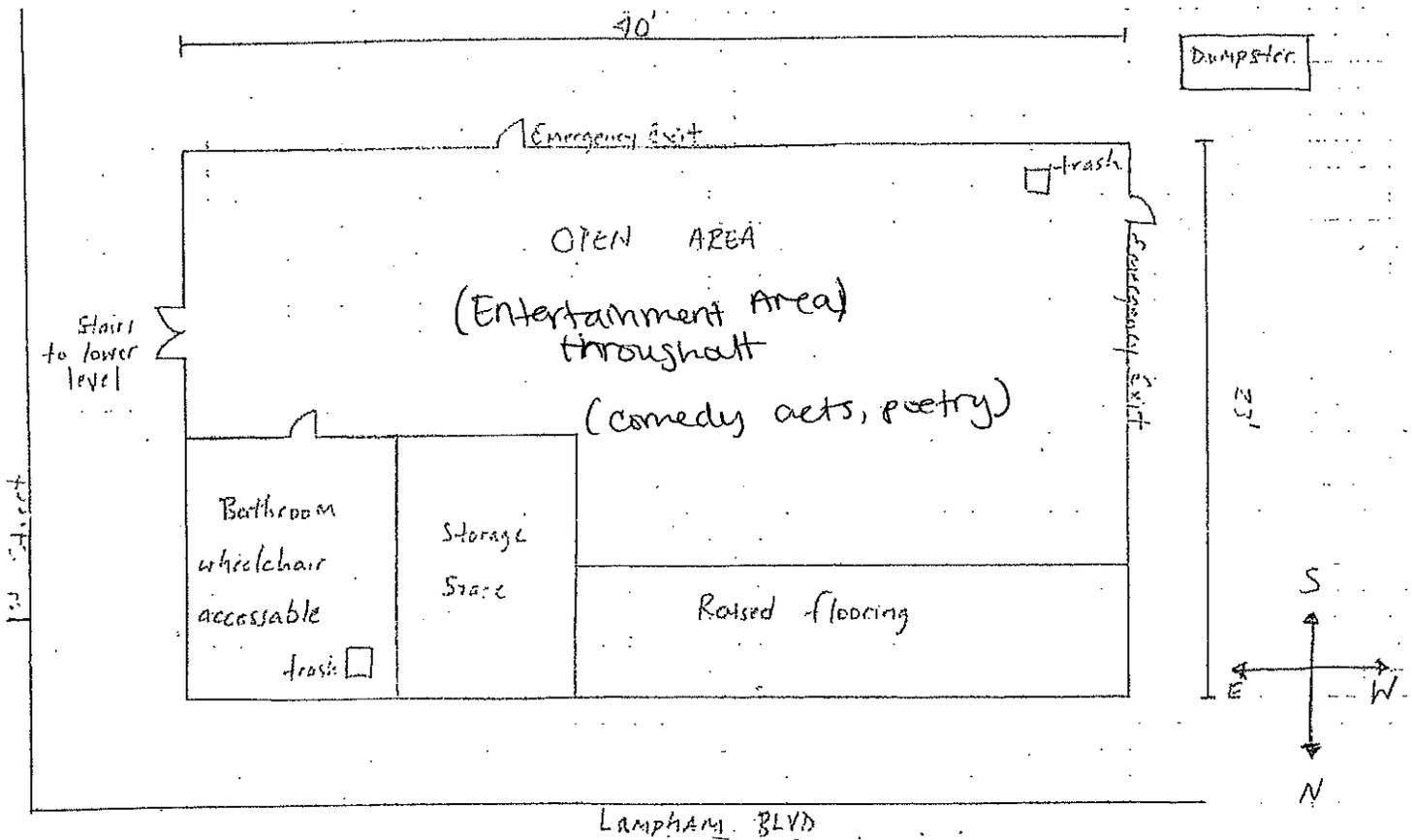
Agent for: Creative Increase LLC

11619 South 1st Milwaukee, WI 53204

Date: 4/25/22

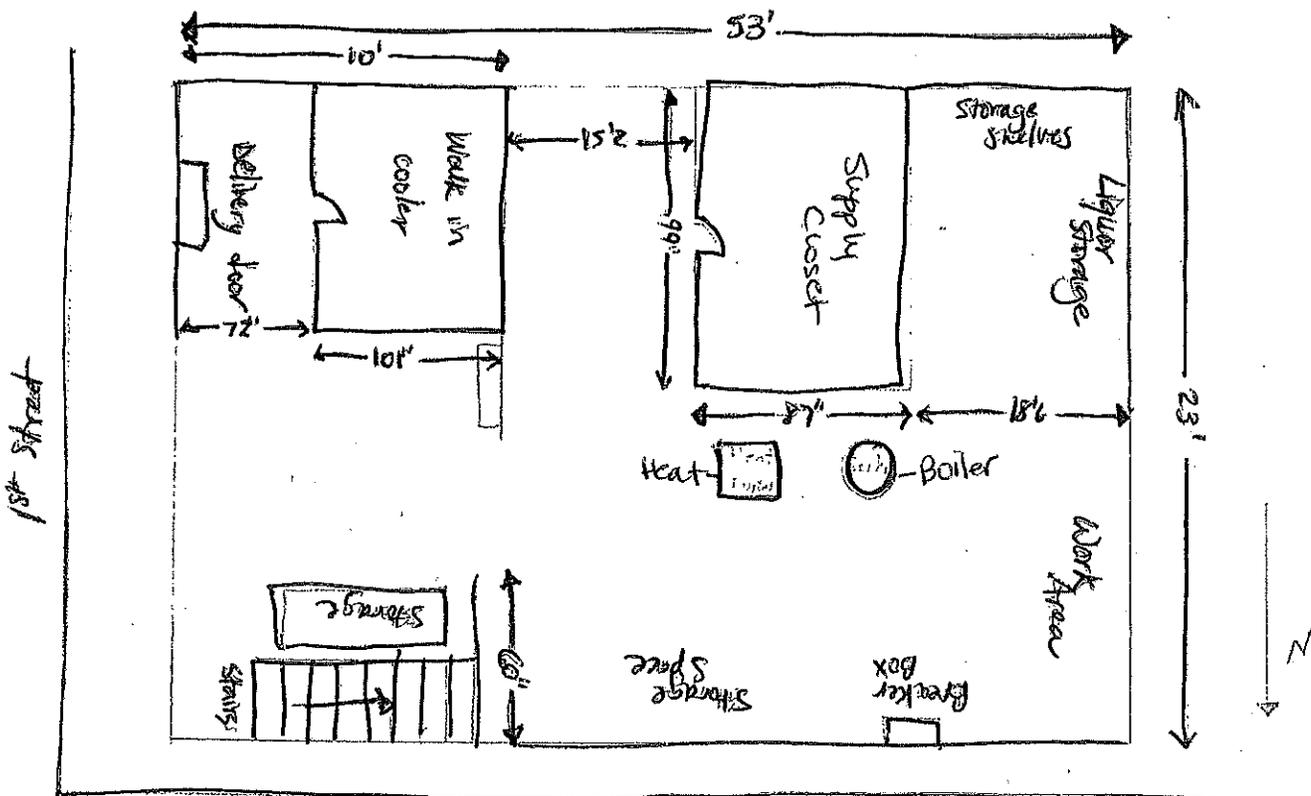
(MEZZANINE) "Upper level"

Total Square Footage = 920'



entertainment area and type dependent on event booked

Basement Storage



Amelia Loera Solis

Agent for: Creative Increase LLC

1619 South 1st, Milwaukee, WI 53204

Date: 4/25/22

LAPYATA BLVD

DBA: ViewK

Total Square Footage = 1219'