



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, November 14, 2023

COMMITTEE MEETING NOTICE

AD 03

ESCOBAR, Melissa G, Agent
Mex Ave East LLC
11200 W BURLEIGH St
Wauwatosa, WI 53222

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 10:10 AM

The access code is <https://meet.goto.com/210788517>. If you wish to call in: [+1 \(872\) 240-3412](tel:+18722403412) and use Access Code: 210-788-517
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "Mex Ave East LLC" for "Mex Avenue" at 2238 N FARWELL Av.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM 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



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ESCOBAR, Melissa G, Agent
Mex Ave East LLC
2242 W FOREST HOME AV
Milwaukee, WI 53215

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License Division Manager

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

Date: 10/30/2023
Officer: PLUMLEY

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

Name of Premise: Mex Avenue
Address: 2238 N Farwell Av
Phone:

Owner: Melissa Escobar
Owner address: 2242 W Forest Home Av
City State Zip: Milwaukee WI 53215
Owner Phone: 414-364-5442
Owner email:

Licensee/Agent: Melissa Escobar
Home Address: 2242 W Forest Home Av
City State Zip: Milwaukee WI 53215
Phone: 414-364-5442
Email:

Preferred contact: Phone

Location currently open: YES NO

Projected open date: 11/20/2023

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

Hours of Operation: Sun: 11A-8P 24 hours Y N
Mon: 11A-9P
Tue: 11A-9P
Wed: 11A-9P
Thu: 11A-9P
Fri: 11A-9P
Sat: 11A-9P

Premise Type: Tavern/Bar
 Restaurant
 Other:

Licenses currently held:

Alcohol: Yes No Class: #:
 Tobacco: Yes No #:
 Food: Yes No #: 19344
 Extended Hours: Yes No #:
 Secondhand Dealer: Yes No Type: #:
 Other: Yes No Type: FPMREST #: 1489
 Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many:
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing:
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many:
23. Do all employees know how to retrieve recorded digital images/footage? Yes No

24. Cameras located in parking lot Yes No How many

Interior Survey:

25. What is the planned capacity N/A
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. Is there a lockable area that separates employees from customers? Yes No
31. Are emergency and non-emergency numbers posted near the phone? Yes No
32. Does the owner know how to contact their police district directly? Yes No
a. Did you provide a district contact guide to the owner? Yes No

Security

33. How many security personnel are going to be employed: 0
34. How ill they be deployed: Interior Exterior
35. What days will they be deployed MonTueWedThuFriSatSun
36. Will the security be managed by business or contracted
37. Will they be armed Yes No
38. What type of security measures to be used:
Wanding/metal detector
ID Scanner
Dress Code
Cover Charge
Age restriction
Other

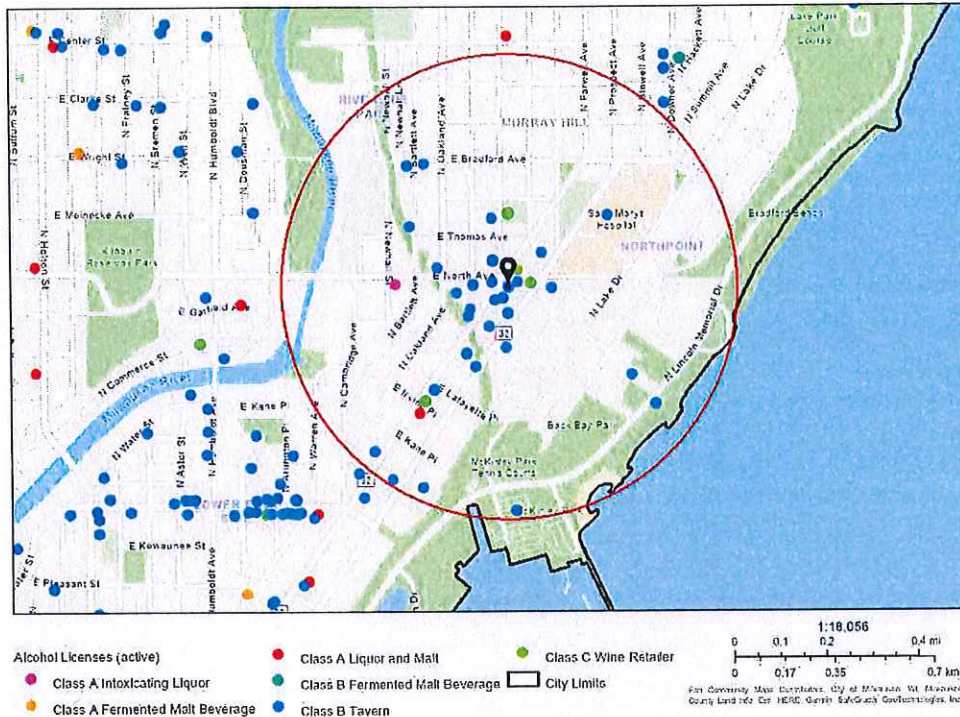
ADDITIONAL COMMENTS/RECOMMENDATIONS:

This business is located within a food hall that has multiple vendors. The food hall owner has security camers installed throughout the building, but the Agent will also be adding her own cameras to her rental space. This primarily a restaurant, but will sell alcoholic beverages as well.

Area of Interest (AOI) Information

Area : 21,862,585.97 ft²

Oct 19 2023 12:20:43 Central Daylight Time



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	56		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class B Fermented Malt Beverage Retailer's License		10/31/2023, 7:00 PM	1
2	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2023, 7:00 PM	1
3	The National, LLC	The LaFayette Place	Amy R Plennes, Agt	1978 N Farwell AV	Class B Tavern License		11/3/2023, 7:00 PM	1
4	Door County Brewing Co, LLC	Hacienda Beer Co	James W Anderson, Agt	2018 E North AV	Class C Wine Retailer's License	240	11/24/2023, 6:00 PM	1
5	Crossroads Collective, LLC	Crossroads Collective	TIM B GOKHMAN, Agt	2238 N Farwell AV	Class B Tavern License	231	12/10/2023, 6:00 PM	1
6	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	62	12/14/2023, 6:00 PM	1
7	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2023, 6:00 PM	1
8	Strange Town, LLC	Strange Town	Mia L LeTendre, Agt	2101-2103 N Prospect AV	Class B Tavern License	49	12/18/2023, 6:00 PM	1
9	Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	Jaymee Harvey Willms, Agt	1801 N PROSPECT AV	Class B Tavern License	99	1/11/2024, 6:00 PM	1
10	MAA VERAI, INC.	Murray Pantry	Sandipkumar M Patel, Agt	2430 N MURRAY AV	Class A Malt & Class A Liquor License		1/16/2024, 6:00 PM	1
11	Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License		2/3/2024, 6:00 PM	1
12	Pomona Cider Company LLC	Pomona Cider Company	Thomas S Gabert, Agt	2163 N FARWELL AV	Class B Tavern License		2/5/2024, 6:00 PM	1
13	Izzy Hops LLC	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2024, 6:00 PM	1
14	Woori Wells Corp	Maru	Jongsoo Kim, Agt	2150 N Prospect AV	Class B Tavern License		2/6/2024, 6:00 PM	1
15	Erth Wellness, LLC	Kind Oasis	Salem J Kashou, Agt	2169 N FARWELL AV	Class B Tavern License		2/7/2024, 6:00 PM	1
16	Charles Allis and Villa Terrace Museums, Inc.	Villa Terrace Decorative Arts Museum	Jaymee Harvey Willms, Agt	2220 N TERRACE AV	Class B Tavern License	85	2/21/2024, 6:00 PM	1
17	Krikar LLC	Koppa's Fulbeli Deli	Karthik B Pothumachi, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		2/26/2024, 6:00 PM	1

18	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2024, 6:00 PM	1
19	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2024, 6:00 PM	1
20	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	ORLEN G WOOD, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2024, 6:00 PM	1
21	PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MARK H GOLD, Agt	1827 N Farwell AV	Class B Tavern License	150	3/6/2024, 6:00 PM	1
22	Premier Closers LLC	Upper East Bar	Stephanie R Townsend, Agt	1732 E NORTH AV	Class B Tavern License		3/19/2024, 7:00 PM	1
23	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2024, 7:00 PM	1
24	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2024, 7:00 PM	1
25	El Grupo J & K, LLC	Judy's on North / El Grupo J & K	Kevin I Lopez, Agt	2207 E North AV	Class B Tavern License		4/1/2024, 7:00 PM	1
26	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama-Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2024, 7:00 PM	1
27	PROSPECTOR PARTNERSHIP LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2024, 7:00 PM	1
28	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2024, 7:00 PM	1
29	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2024, 7:00 PM	1
30	Mari Corp	Merge	Karandeep S Randhawa, Agt	1932 E KENILWORTH PL	Class B Tavern License	99	4/25/2024, 7:00 PM	1
31	FRANKIES RESTAURANT AND CATERING, LLC	Frankies Restaurant and Catering	Donna D Afrifa, Agt	1815 E KENILWORTH PL	Class B Tavern License		5/10/2024, 7:00 PM	1
32	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		5/30/2024, 7:00 PM	1
33	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	1924 E KENILWORTH PL	Class B Tavern License		5/30/2024, 7:00 PM	1
34	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2024, 7:00 PM	1
35	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	2108 N Farwell AV	Class B Tavern License		5/31/2024, 7:00 PM	1

36	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2024, 7:00 PM	1
37	Black Gate LLC	Von Trier	MARK A ZIERATH, Agt	2235 N Farwell AV	Class B Tavern License	153	6/13/2024, 7:00 PM	1
38	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Retailer's Intoxicating Liquor License		6/14/2024, 7:00 PM	1
39	Dairyland Retail Group LLC	7-Eleven #35852B	Elizabeth J Evans, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		6/14/2024, 7:00 PM	1
40	CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENYA, Agt	2417 N BARTLETT AV	Class B Tavern License	148	6/28/2024, 7:00 PM	1
41	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2024, 7:00 PM	1
42	MILWAUKEE YACHT CLUB	MILWAUKEE YACHT CLUB	Matthew F Michael, Agt	1700 N LINCOLN MEMORIAL DR	Class B Tavern License	180	7/5/2024, 7:00 PM	1
43	BRG Lotta Burger, LLC	Roundhouse	CHRISTIAN M DAMIANO, Agt	1750 N Lincoln Memorial DR	Class B Tavern License	112	7/10/2024, 7:00 PM	1
44	MOOSA BURGER, INC.	Moosa's	ALAA I MUSA, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License		7/28/2024, 7:00 PM	1
45	Dock Bradford, LLC	The Dock at Bradford Beach	BRIAN C RANDALL, Agt	2400 N Lincoln Memorial DR	Class B Tavern License		7/29/2024, 7:00 PM	1
46	WV, LLC	TESS	MITCHELL D WAKEFIELD, Agt	2499 N BARTLETT AV	Class B Tavern License	60	7/30/2024, 7:00 PM	1
47	IFM Farwell LLC	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	7/31/2024, 7:00 PM	1
48	DP Hospitality Group LLC	Tavolino	Peter J Dietrich, Agt	2315 N MURRAY AV	Class B Tavern License	99	8/20/2024, 7:00 PM	1
49	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	8/30/2024, 7:00 PM	1
50	Sip & Purr LLC	Sip & Purr Cat Cafe	Katherine E McHugh, Agt	2021 E Ivanhoe PL	Class B Tavern License		8/30/2024, 7:00 PM	1
51	The Original MKE, LLC	The Original	Eric E Rzepka, Agt	2498 N Bartlett AV	Class B Tavern License	99	9/3/2024, 7:00 PM	1
52	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2024, 7:00 PM	1
53	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Christopher A Reinheimer, Agt	2462 N PROSPECT AV	Class B Tavern License		9/18/2024, 7:00 PM	1

54	Yangzi, LLC	Huan Xi	Jun Yang, Agt	2428 N Murray AV	Class C Wine Retailer's License		10/31/2024, 7:00 PM	1
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56	The National, LLC	The LaFayette Place	Amy R Plennes, Agt	1978 N Farwell AV	Class B Tavern License		11/3/2024, 6:00 PM	1

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



Tuesday, November 14, 2023



Notice of Public Hearing

Blank Notice

ESCOBAR, Melissa G, Agent
Mex Avenue at 2238 N FARWELL Av
Class B Tavern and Food Dealer License Applications

Tuesday, November 28, 2023 at 10:10 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/28/2023 at 10:10 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via 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	2340 N CRAMER ST# 518	MILWAUKEE, WI 53202-4382
CURRENT OCCUPANT	2340 N CRAMER ST# 519	MILWAUKEE, WI 53202-4382
CURRENT OCCUPANT	2340 N CRAMER ST# 520	MILWAUKEE, WI 53202-4382
CURRENT OCCUPANT	2340 N CRAMER ST# 521	MILWAUKEE, WI 53202-4382
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CURRENT OCCUPANT	2340 N CRAMER ST# 523	MILWAUKEE, WI 53202-4382
CURRENT OCCUPANT	2340 N CRAMER ST# 524	MILWAUKEE, WI 53202-4382
CURRENT OCCUPANT	2340 N CRAMER ST# 525	MILWAUKEE, WI 53202-4382

Blank Notice

Total Records: 336

Radius 250 feet and Center of the Circle: 2238 N Farwell Av



BUSINESS LICENSE PLAN OF OPERATION

cci-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:

Mexican Eatery

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

2. Business Operations

- a. Proposed Opening Date: 10/31/23
- 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: Food and Alcohol
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: Food Hall

3. Litter & Noise

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

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: outside and inside of Booth
Outside: 2 Locations: seating area
- 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: GFM

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: street parking
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: Onsite management
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe surveillance cameras and alarm system
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 9 and list locations: Kitchen, dining and outdoor.
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

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

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

Type 1

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

Type 2

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

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

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

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

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

9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop

Other: Describe: Stall 6 and Bar Seating

b. Describe Location: Major Thoroughfare Secondary Street Other:

c. Nearest Major Cross Street: Farwell and North Avenue

d. Describe Building: Free Standing Building Strip Mall Other:

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 5 Other:

f. Describe Surrounding Area: Commercial Residential Industrial Other:

g. Building Owner Name: New Land Phone Number: (414) 763-9081

Building Owner Address: 2238 N. Farwell Ave. Milwaukee, WI 53202

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11am	8pm	100	19-40	NONE
Monday	11am	9pm	100	↓	↓
Tuesday	11am	9pm	100		
Wednesday	11am	9pm	100		
Thursday	11am	9pm	100		
Friday	11am	9pm	100		
Saturday	11am	9pm	100		

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)

Melissa Gooden

Signature of Sole Proprietor, Partner, or 20% or more Shareholder

(If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: Mex Avenue East LLC.

Premise Address: 2238 N. Farwell Ave.

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: Melissa Escobar
- 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.)? Melissa Escobar
 - c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ 5,000.00
 - d) Total amount paid for business \$ 10,000.00
 - e) Total amount paid for goodwill of the business \$ Not applicable
- 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 10/31/23 Ends 10/31/26
- b) Monthly rental \$ 3,000.00
- 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

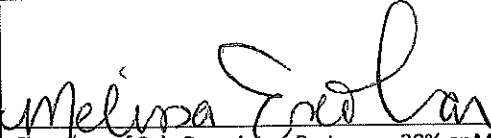
Lease Information (Continued)

- 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 COMMISSION 15% - 20%
- g) Does the present owner or occupant object to the granting of your license? No Yes
If yes, explain _____

Change of Agent Applicants Only

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

Signature



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

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

New and transfer of premises applicants must submit the following:

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



FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: Mex Ave. East LLC.
Premises Address: 2238 N. Farwell Ave.

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):
MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):
RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

- Bed & Breakfast
- Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: shrimp, cheese, sour cream, frozen fish

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? No Yes

Will you be doing any catering? No Yes

Will you be doing any delivery? No Yes

Will you have outdoor activities? No Yes - Check all that apply: Bar Cooking/Grilling Dining

Will you have a drive thru window? No Yes - Are hours different from inside? No Yes
 If Yes, provide drive thru hours: _____

Will scales or barcode scanners be used? No Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?
 At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?
 No If No, SKIP to Section 7
 Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?
 No If No, SKIP to Section 8
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

ME I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

ME I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

ME I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

ME I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

ME I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: Melissa Garcia

Signature of Additional Partner: _____

Ivanhoe Place



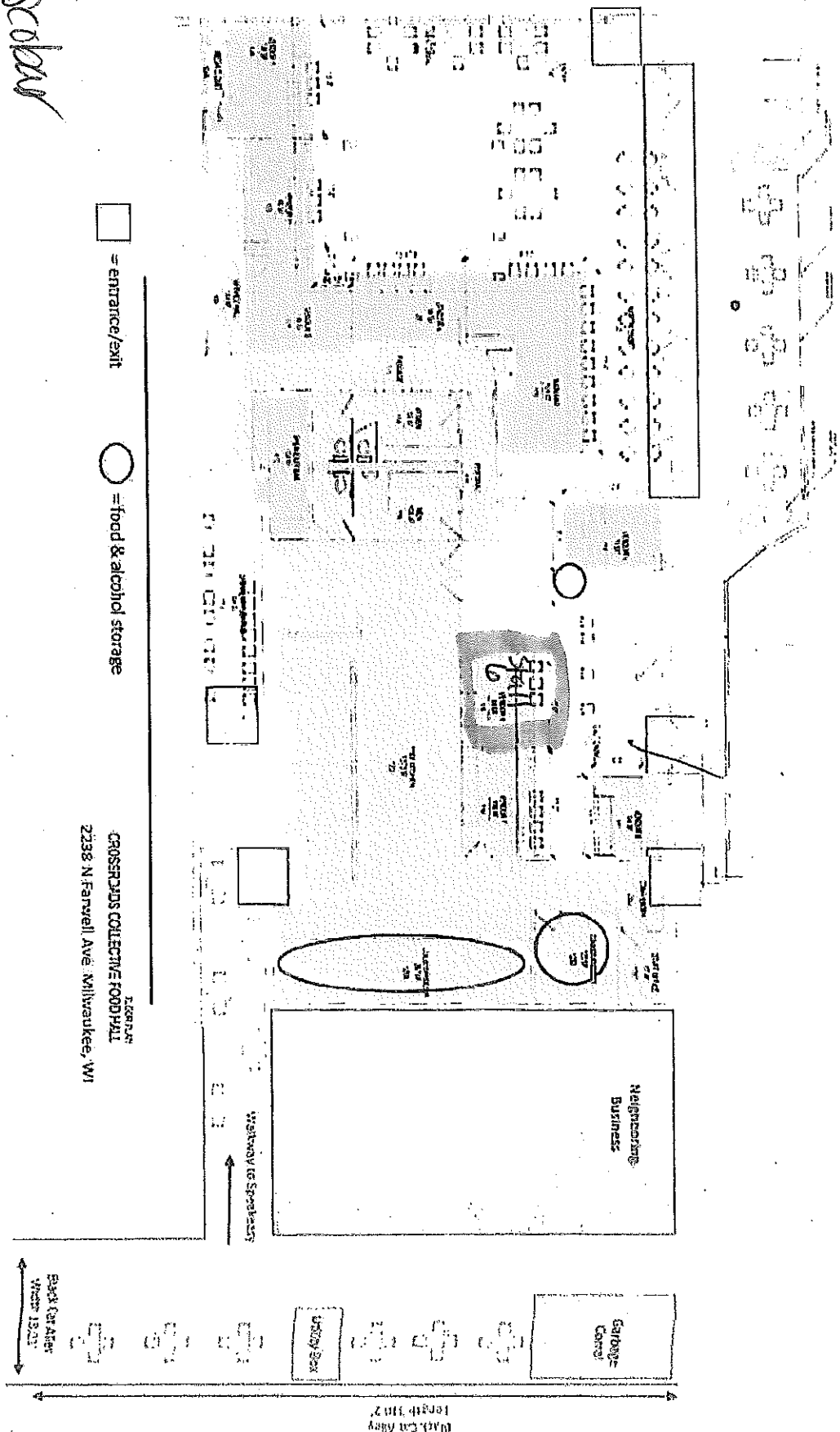
Farwell Ave

Melissa Escobar

93-3646871

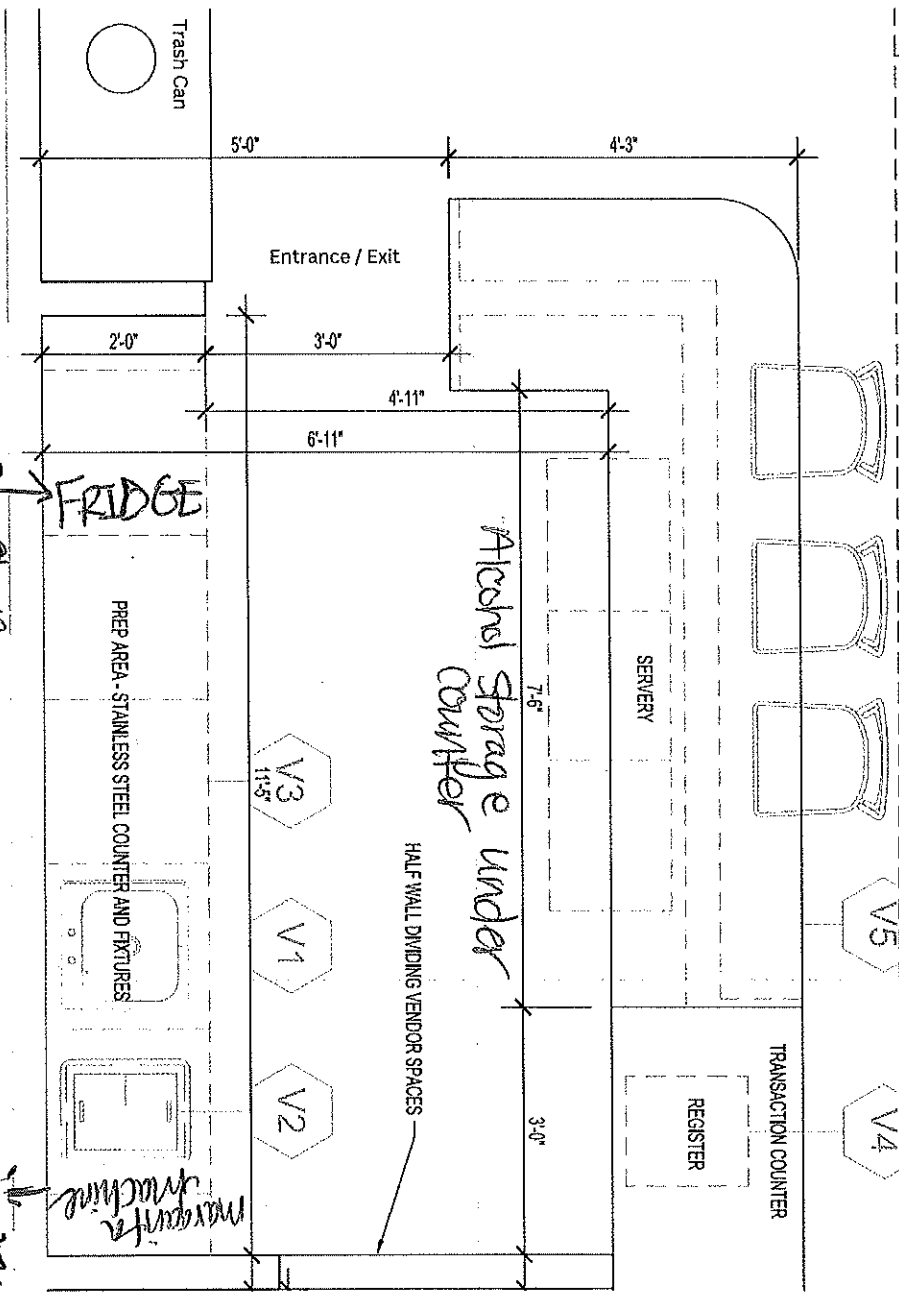
Mex Ave East WI

2238 N. Farwell Ave. Milwaukee, WI 53202



CROSSROADS COLLECTIVE FOOD HALL
2238 N. Farwell Ave. Milwaukee, WI

Farwell Avenue



Melissa Escobar

Mex Ave : East LLC, DBA Mex Avenue

2238 N Farwell Ave, Stall 6
Milwaukee, WI 53202

10-19-23

VENDOR 6

87 SQUARE FEET

- Flauta Plate (4).....\$14.00
- Burrito Plate.....\$16.00
- Chimichanga Plate.....\$16.00
- Tostada Plate.....\$12.00
- Quesadilla Plate.....\$14.00
- Nachos Supreme.....\$12.00
- Enchilada Plate.....\$16.00

-Rojas or Crema Verde

SPECIALTY

- MEX Fries.....\$12.00
Crispy waffle fries with choice of meat, queso, pico, sour cream, guac & jalapeños
- MEX Burrito Plate.....\$16.00
Covered in white queso sauce
- Quesabirria Taco Plt (3)....\$14.00
- Birria Ramen.....\$12.00
- Build MEX Bowl.....\$12.00

- | | |
|-------------------|----------------------|
| • Lettuce | • White/Mexican Rice |
| • Pico | • Black/Pinto Beans |
| • Shredded Cheese | • Guac \$.75 |
| • Onions | • Queso \$1.00 |
| • Cilantro | • Sour Cream \$.25 |

A LA CARTE

- Taco.....\$3.50
- Quesadilla.....\$9.00
- Burrito.....\$9.00
- Tostada.....\$8.00
- Chimichanga.....\$9.00


DESSERT

- Mini Churros.....\$7.00
- Mini Sopapillas.....\$8.00

Dipping Sauces: Chocolate/Caramel/Lechera

	16OZ	32OZ	REFILL
PINA COLADA	\$10	\$22	\$6/\$18
PALOMA	\$12	\$25	\$10/\$20
MICHELADA	\$10 ANY BEER		
MARGARITA	\$12	\$25	\$8/\$12

Lime, Strawberry, Mango, Peach, Blue Raspberry, Tamarindo



BEER OPTIONS

MEAT OPTIONS

- Steak (+Upcharge)
- Birria (+Upcharge)
- Pastor
- Chicken
- Ground Beef
- Shrimp (+Upcharge)
- Veggie Fajitas
- Cactus Pico

APPETIZERS

- Tortilla Soup.....\$5.00
- Queso & Chips.....\$8.00
- Guac & Chips.....\$9.50
- Pico & Chips.....\$6.00
- Salsa & Chips.....\$5.00

SIDES

- White/Mexican Rice.....\$3.50
- Black/Pinto Beans.....\$4.00
- Waffle Fries.....\$6.00
- Mexican Corn.....\$8.00

DRINKS

- Water Bottle.....\$2.00
- Can Soda.....\$2.00
- Coke, Diet Coke, Sprite, Fanta
- Mexican Coke.....\$4.00
- Jarritos.....\$4.00
- Pineapple, Fruit Punch, Lime Mandarin, Tamarindo



AGUAS

SM.

LG.