



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, May 04, 2023

COMMITTEE MEETING NOTICE

AD 08

PEREZ MARTINEZ, Toribio, Agent
TAQUERIA EL TORO LLC
1640 S 56TH St
West Milwaukee, WI 53214

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, May 16, 2023 at 11:15 AM

The access code is https://meet.goto.com/500790805. If you wish to call in: +1 (646) 749-3122 and use Access Code: 500-790-805. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Fermented Malt, Extended Hours Establishments, Public Entertainment Premises and Food Dealer License Applications Requesting 5 Amusement Machines as agent "TAQUERIA EL TORO LLC" for "TAQUERIA EL TORO" at 2531 W NATIONAL 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

Handwritten signature of Jim Cooney

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

Date:4/11/23
Officer: PO Matthew Diener

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

Name of Premise: Taqueria El Toro
Address: 2531 W National Av
Phone: N/P

Owner: Toribio PEREZ-MARTINEZ
Owner address: 1640 S 56th St
City State Zip: West Milwaukee, WI 53214
Owner Phone: 414-467-5568
Owner email: toribioperezmartinez@icloud.com

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

Preferred contact: phone

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 10a-2a 24 hours Y N
Mon: 10a-2a
Tue: 10a-2a
Wed: 10a-2a
Thu: 10a-2a
Fri: 10a-4a
Sat: 10a-4a

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: #: Unknown (unable to check LIRA)
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
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Street parking Yes No
7. Is there a parking lot Yes No
8. Is the parking lot clean? Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many: 2 to be installed
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. VCR Yes No
 - d. Recorded Yes No
20. How long is footage stored for later viewing:
21. Are there exterior cameras Yes No How many: 2 to be installed
22. Are there interior cameras Yes No How many: 4 to be installed

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

Interior Survey:

25. What is the planned/posted capacity 49
 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: 2
 33. How will they be deployed: Interior roving 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?
 39. Will a guard monitor the overflow crowd at all times? Yes No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

The applicant currently operates 3 other Taqueria's within Milwaukee County and will be operating the premise with a focus on "to-go" based orders. I discussed camera location placement, which he plans to install 2 outside and 3-4 on the inside. The applicant also will be hiring contracted security but is not sure which company he will go with yet. The applicant also plans to update the exterior lighting.

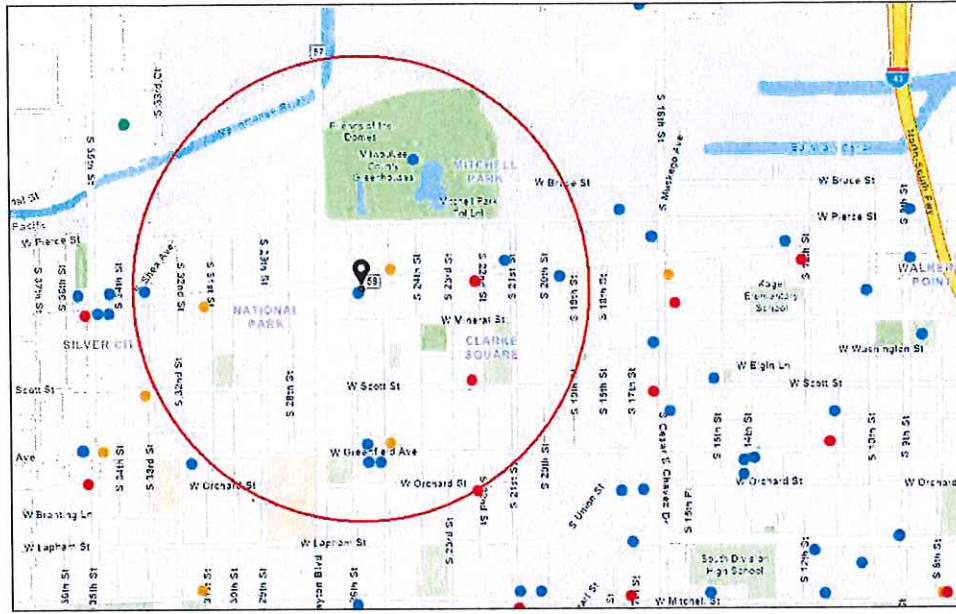


Concentration Map 2531 W NATIONAL AVE

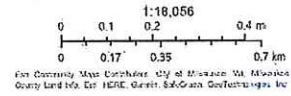
Area of Interest (AOI) Information

Area : 21,862,585.3 ft²

Mar 28 2023 16:38:32 Central Daylight Time



- Alcohol Licenses (active)
- Class B Fermented Malt Beverage
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern
- Class C Wine Retailer
- ▭ City Limits



2531 W NATIONAL AVE

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	15		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	TAQUERIA MILAGROS LLC	El Patio Pub and Grill	Victor M Angeles Ramos, Agt	2501 W GREENFIELD AV	Class B Tavern License		5/8/2023, 7:00 PM	1
2	Swan Inc	Kwik Stop	Ishwor Ghimire, Agt	2434 W NATIONAL AV	Class A Fermented Malt Beverage Retailer's License		6/29/2023, 7:00 PM	1
3	MAMIE'S	MAMIE'S	DEBRA L MICKEY, SP	3300 W NATIONAL AV	Class B Tavern License	68	6/29/2023, 7:00 PM	1
4	MC Jimenez LLC	Candelas	Martin Jimenez Segura, Agt	2537 W National AV	Class B Tavern License	99	7/4/2023, 7:00 PM	1
5	WAT PATH LAO BUDDHIST TEMPLE CORP	WAT PATHOUMMA PHOUTHARA M LAO BUDDHIST TEMPLE CORP	Souban Phommarath, Agt	1925 W NATIONAL AV	Class B Fermented Malt Beverage Retailer's License	240	8/30/2023, 7:00 PM	1
6	Patricia Herrera de Castro, LLC	La Fondita	Felipe Castro Pena, Agt	2523 W GREENFIELD AV	Class B Tavern License		9/4/2023, 7:00 PM	1
7	National Beer & Food Mart, LLC	National Food	JASMINDER SINGH, Agt	3101 W National AV	Class A Fermented Malt Beverage Retailer's License		9/23/2023, 7:00 PM	1
8	ABC FOOD & LIQUOR LLC	ABC FOOD & LIQUOR	SUKHDEV S KAHLON, Agt	1143 S 22nd ST	Class A Malt & Class A Liquor License		10/23/2023, 7:00 PM	1
9	PHANS GARDEN, INC	PHAN'S GARDEN	HOI T TRAN, Agt	1923 W NATIONAL AV	Class B Tavern License	240	10/17/2023, 7:00 PM	1
10	GRANDVIEW MANAGEMEN T, INC	ZILLI HOSPITALITY GROUP	ROBERT J ZILLI, Agt	524 S LAYTON BL	Class B Tavern License	1,250	11/23/2023, 6:00 PM	1
11	VILLA'S RESTAURAN T, LLC	Villas Restaurant	Blanca M Villa, Agt	2522 W Greenfield AV	Class B Tavern License		11/21/2023, 6:00 PM	1
12	El Jalapeno Restaurant, LLC	El Jalapeno Restaurant LLC	ANGEL GUTIERREZ GARNICA, Agt	2106 W National AV	Class B Tavern License	61	12/2/2023, 6:00 PM	1
13	GOODSPOT, LLC	GOODSPOT FOODS	MAZEN T MUSTAFA, Agt	2201 W NATIONAL AV	Class A Malt & Class A Liquor License		12/11/2023, 6:00 PM	1
14	RICHARD'S GROCERY	RICHARD'S GROCERY	NADER A ASAD, SP	2438 W GREENFIELD AV	Class A Fermented Malt Beverage Retailer's License		3/3/2024, 6:00 PM	1
15	GARGARIA LLC	Goodspot Foods	Jaswinder Singh, Agt	2201 W NATIONAL AV	Class A Malt & Class A Liquor License		3/18/2024, 7:00 PM	1

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



Thursday, May 04, 2023



Notice of Public Hearing

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PEREZ MARTINEZ, Toribio, Agent
TAQUERIA EL TORO at 2531 W NATIONAL Av
Class B Fermented Malt, Extended Hours Establishments, Public Entertainment Premises and
Food Dealer License Applications Requesting 5 Amusement Machines

Tuesday, May 16, 2023 at 11:15 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 5/16/2023 at 11:15 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2503 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2511 W NATIONAL AVE# A	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2511 W NATIONAL AVE# B	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2511 W NATIONAL AVE# C	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2513 W NATIONAL AVE# E	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2513 W NATIONAL AVE# F	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2513 W NATIONAL AVE# G	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2513 W NATIONAL AVE# H	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2514 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2514A W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2516 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2517 W NATIONAL AVE# 101	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 102	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 103	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 104	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 105	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 106	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 201	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 202	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 203	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 204	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 205	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2517 W NATIONAL AVE# 206	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2518 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2520 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2521 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2521A W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2522 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2524 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2525A W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2526 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2527A W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2527B W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2527C W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2527D W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2528 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2529 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2532 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2533 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2534 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2536 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT OCCUPANT	2539 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT OCCUPANT	2600 W NATIONAL AVE# 1001	MILWAUKEE, WI 53204-1067
CURRENT OCCUPANT	2600 W NATIONAL AVE# 1002	MILWAUKEE, WI 53204-1067
CURRENT OCCUPANT	2600 W NATIONAL AVE# 1003	MILWAUKEE, WI 53204-1067
CURRENT OCCUPANT	2600 W NATIONAL AVE# 1004	MILWAUKEE, WI 53204-1067

CURRENT OCCUPANT	2600 W NATIONAL AVE# 909	MILWAUKEE, WI 53204-1067
CURRENT OCCUPANT	2600 W NATIONAL AVE# 910	MILWAUKEE, WI 53204-1067
CURRENT OCCUPANT	754 S 26TH ST# 1	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 2	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 3	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 4	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 5	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 6	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 7	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	754 S 26TH ST# 8	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	759 S 25TH ST	MILWAUKEE, WI 53204-1037
CURRENT OCCUPANT	772 S 26TH ST	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	776 S 26TH ST	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	776 S 26TH ST# A	MILWAUKEE, WI 53204-1043
CURRENT OCCUPANT	825 S 25TH ST	MILWAUKEE, WI 53204-1039
CURRENT OCCUPANT	900 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	900 S 26TH ST# B	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	901 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	902 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	902B S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	902C S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	903 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	905 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	906 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	906A S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	906B S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	906C S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	907 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	908 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	908A S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	908B S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT OCCUPANT	909 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	909A S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	911 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	911 S 26TH ST	MILWAUKEE, WI 53204-1049
CURRENT OCCUPANT	911A S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	915 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	917 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	921 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT OCCUPANT	925 S 25TH ST	MILWAUKEE, WI 53204-1041

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Total Records: 180

Radius 250.0 feet and Center of the Circle: 2531 W National Av



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:

Family restaurant

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

2. Business Operations

- a. Proposed Opening Date: 3/1/2023
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): 551 W Historic Mitchell St. Milwaukee, WI 53204
- 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: _____
- b. Number of Garbage Cans: Inside: 4 Locations: restrooms, cooking area, lounge area
Outside: 1 Locations: behind building
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: eagle disposal

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? 1 and answer the following:
 What are their responsibilities? customer control
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 6 and list locations: inside and outside building
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>15</u> %	Food <u>85</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 49 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: _____
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: W. National Ave.
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Tonhio Perez Martinez Phone Number: 414-467-5568
 Building Owner Address: 1640 S 56th St.

10. Hours of Operation & Customers (Beer hrs 10:00 am - 2:00 - Am Sun - Fri) 10:00 am - 2:30 Am Fri - Sat

Will customers be entering the premises? No Yes

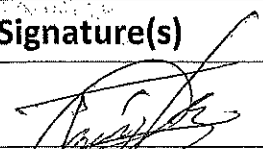
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10 am	2 am	40	0-100	21+
Monday	10 am	2 am	20	0-100	21+
Tuesday	10 am	2 am	25	0-100	21+
Wednesday	10 am	2 am	30	0-100	21+
Thursday	10 am	2 am	35	0-100	21+
Friday	10 am	4 am	40	0-100	21+
Saturday	10 am	4 am	40	0-100	21+

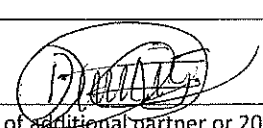
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

Legal Entity Name: <u>Taqueria El Toro LLC</u>	
Premise Address: <u>2531 W. National Ave. Milwaukee WI 53204</u>	
Proximity of Premises to Church, School, Daycare Center or Hospital	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
"Service Bar Only" Designation	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.	
Business Information	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list their name and address: _____	
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If no, list the name and address of the person(s) who will: _____	
Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.	
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: _____	
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____	
Property Information (New & Transfer Applicants Only)	
a) Do you own or lease the building? <input checked="" type="checkbox"/> Own <input type="checkbox"/> Lease	
b) Who owns the fixtures (for example, coolers, etc.)? <u>myself</u>	
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____	
d) Total amount paid for business \$ <u>155,000 w/ building</u>	
e) Total amount paid for goodwill of the business \$ <u>0</u>	
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.	
f) Have you made arrangements with the seller for payment of personal property taxes? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <u>N/A</u>	
Lease Information (New & Transfer Applicants who are leasing the premises only)	
a) Date lease begins _____ Ends _____	
b) Monthly rental \$ _____	
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input type="checkbox"/> Yes	
d) Does your lease allow for assignment to another party without the consent of the owner? <input type="checkbox"/> No <input type="checkbox"/> Yes	
e) For what length of time have you been guaranteed occupancy (number of years)? <u> </u>	

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 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: Taqueria El Toro LLC

Premises Address: 2531 W National Ave. Milwaukee, WI 53204

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: milk, cheese, meat, 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 8
 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 9
 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:

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

TP 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.

TP 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.

TP 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.

TP 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: _____

Signature of Additional Partner: _____



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 2531 W. National ave. Milwaukee WI 53204

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

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

PROMOTERS/SOUND AMPLIFICATION

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

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

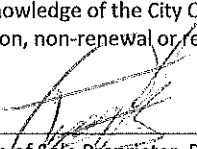
LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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

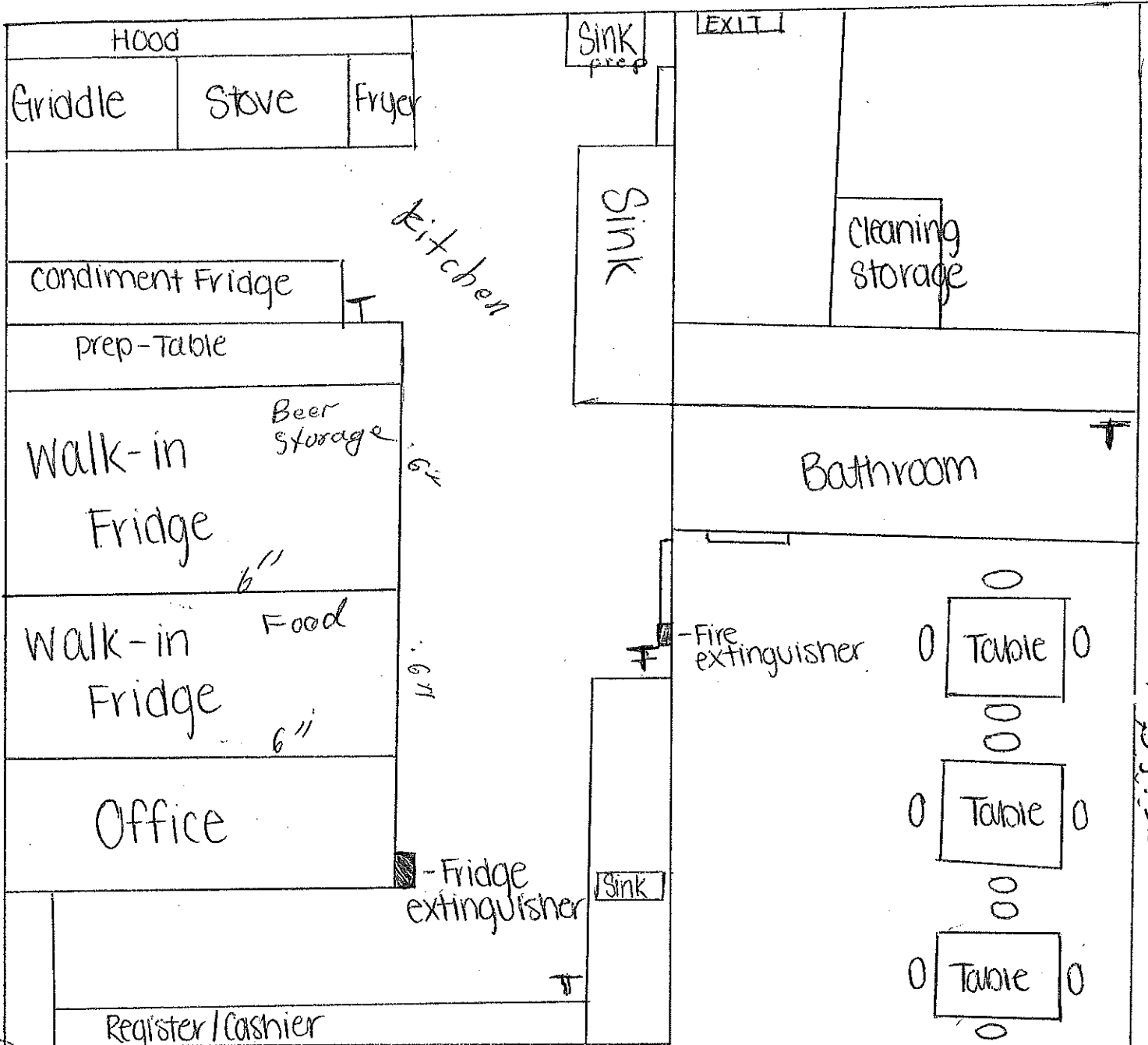
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.



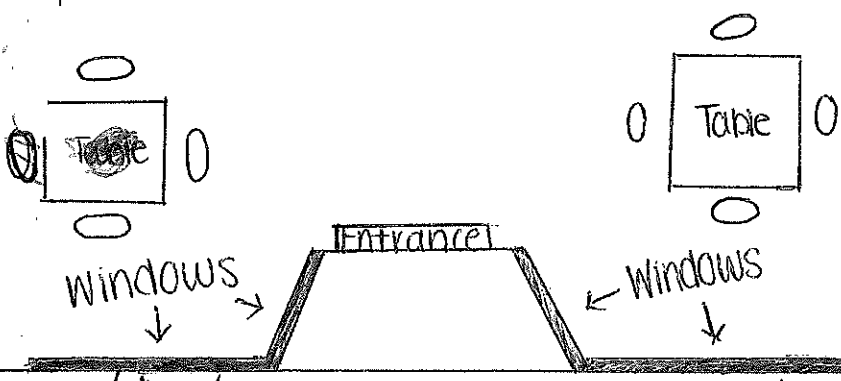
 Signature of Sole Proprietor, Partner or 20% or More Shareholder
 (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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)



MUSEUM MACHINES



5 ft. 36"

26 ft.

National Ave. - 9211

Total Sq. feet = 1261.92

N ↙ T = Trash cans

03-28-2023
Toribio Perez Martinez
Agente

Taqueria El Toro

Taqueria el toro LLC
2531 W National #