



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

Tuesday, May 27, 2025

COMMITTEE MEETING NOTICE

AD 08

JIMENEZ, Jessica, Agent
38TH STREET MART, LLC
3745 W NATIONAL AV
Milwaukee, WI 53215

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, June 10, 2025 at 11:35 AM

The access code is <https://meet.goto.com/614813941>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class A Fermented Malt License Application as agent for "38th Street Mart, LLC" for "38TH STREET MART" at 3745 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

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



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

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COMMITTEE MEETING NOTICE

AD 08

JIMENEZ, Jessica, Agent
38TH STREET MART, LLC
1022 W WINDLAKE AV
Milwaukee, WI 53204

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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

Cox, Andrew

From: Lopez, Faviola
Sent: Tuesday, May 27, 2025 11:58 AM
To: Cox, Andrew
Cc: Cooney, Jim; Milano, Marissa
Subject: FW: URGENT 3745 W National Ave

Andrew Please add to lira and print out. The app is being scheduled for 6/10.

From:
Sent: Tuesday, May 27, 2025 11:35 AM
To: Zamarripa, JoCasta <JoCasta@milwaukee.gov>
Cc: Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Re: URGENT 3745 W National Ave

Hello Patty and Licensing Team,

Due to the over-saturation of beer and liquor sales that plague National Ave. would like to formally object to the beer license request from the business at 3745 W National Ave.

Not only are there too many convenience stores with beer and liquor licenses in our neighborhoods, but National Avenue, in particular, has one every few blocks. Furthermore, we are battling public intoxication and garbage accumulation of beer and liquor bottles on National Ave., and another business owner with a beer and/or liquor license will only further fuel this challenge.

Thank you.

[Subscribe to our E-Newsletter](#)

On Tue, May 27, 2025 at 10:54 AM Zamarripa, JoCasta <JoCasta@milwaukee.gov> wrote:

Good Morning ☺

The application below is for a beer license at a convenience store. JoCasta is not in support, but is asking if you can also put your objection in writing. If so, can you send it over ASAP so it can be noticed in the letter going to the applicant? Thanks!

Patty

Patty Doherty

Legislative Assistant

8th District

Alderwoman Zamarripa

(414) 286-3533

From: Lopez, Faviola <Faviola.Martin@milwaukee.gov>

Sent: Tuesday, May 27, 2025 9:08 AM

To: Zamarripa, JoCasta <JoCasta@milwaukee.gov>; Doherty, Patricia <pdoher@milwaukee.gov>

Subject: 3745 W National Ave

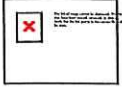
Good morning,

Has your office recieved any objections to the application for the above address. We currently do not have anything on file and notices are going out. If you have anything, please forward them so that we can properly notice the applicant.

Faviola Lopez

Faviola Lopez

License Division Assistant Manager
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office 414-286-2238
www.milwaukee.gov/license
[Take Our Survey Here](#)



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.



Jessica Jimenez <jessicajimenez90@gmail.com>

Payment Confirmation

MILWAUKEE MUNICIPAL COURT <noreply@elavon.com>
Reply-To: <mmc-web-payment@milwaukee.gov>
To: <jessicajimenez90@gmail.com>

Thu, Jan 16 at 12:31 PM

\$190.00 USD

01/16/2025 12:31:50 PM

MILWAUKEE MUNICIPAL COURT

Your payment has been approved
Payment

Transaction ID

Approval Code

ECI

Defendant Name

Cases and Amounts

MC 51*****0099
160125C2A-1A7CDA26-4AF4-4EDC-AE4D-
90EF47580B00
184612

JIMENEZ, JESSICA
23018667, \$190.00,

This is your receipt. Keep this email as proof of your payment.

Transactions posted before 7:00 am Monday - Friday will be processed the same business day.

Those posted after 7:00 am will be processed the next business day.

Please allow 1-2 business days for your payment to be reflected online.

If you are making a partial payment please check the due date(s) on the case(s) you are paying. They will not change as a result of your payment.

Total

\$190.00 USD

Bill To

Jessica Jimenez

1022 W. Windlake Ave

Milwaukee WI 53204

jessicajimenez90@gmail.com

414-340-6012

MILWAUKEE MUNICIPAL COURT

951 N JAMES LOVELL ST MILWAUKEE WI 53233 | 414-286-2878

The information contained in this e-mail and in any attachments is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. This message has been scanned for known computer viruses.

milwaukee Municipal Court

Case Number	Citation	Offense	Offense Date	Balance Due	Due Date
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<u>3018667</u>	0682QT5JPH	106-30-2-a Sale of Cigarettes to Minor/Underage	05/19/2023	\$ 0.00	10/16/20
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<u>4007153</u>	AE3056104	341.04(1) Non-Registration of Vehicle	02/08/2024	\$ 0.00	06/11/20
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MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/16/25
LICENSE TYPE: AMALT
NEW: ☒
RENEWAL: ☐

No. 375671
Application Date:

License Location: 3745 W National Av
Business Name: 38th Street Mart

Licensee/Applicant: Jimenez, Jessica
(Last Name, First Name, MI)

Date of Birth: 03/26/90

Home Address: 1022 W Windlake
City: Milwaukee
Home Phone:

State: WI Zip Code: 53204

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

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

1. On 05/19/23, the applicant was cited at 3749 W National Av., for Sale of Cigarettes to Minor.

Charge: Sale of Cigarettes to Minor

Finding: Guilty ***\$190 past due***

Sentence: Fine

Date: 07/17/23

Case: 23018667



Crime Prevention Through Environmental Design

CPTED

Date: 01/17/2025

Officer: Felix

Business:

Name: 38th Street Mart

Location: 3745 W. National Ave.

Phone ☐ N/A: 414-249-5168

Agent:

Name: Jimenez, Jessica

Address: 1022 W. Windlake

Phone: 414-340-6012

City: Milwaukee

State: WI

ZIP: 53215

Email: 38streetmart@gmail.com

Owner of Business: ☒ Yes ☐ No (Add Info if not agent) _____

Phone: _____

Preferred Contact(s): ☒ Agent ☒ Owner ☐ Other _____

Type of business: ☐ Tavern/Bar ☐ Restaurant ☒ Convenience ☐ Other _____

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street) ☐ Yes

Property is under construction or remodel: ☐ Survey was done by agent explaining plans. (Some items are not functional at time of survey).

Exterior Survey:

Are the address numbers prominently displayed and easy to see? ☒ Yes ☐ No

Is the area around the location clean? ☒ Yes ☐ No

The area is a business district ☐ or/and ☒ mix use (residential)?

Other businesses attached to the same building ☒ Yes ☐ No

Are windows free of signage? ☐ Yes ☒ No

Can the interior clearly be seen from outside? ☐ Yes ☒ No

Can employees see out of the business to the exterior? ☒ Yes ☐ No

Is there exterior lighting? ☒ Yes ☐ No.

Is lighting adequate? ☒ Yes ☐ No

Are there "No Loitering" Signs posted? ☐ Yes ☒ No

Parking:

Adequate City Street parking ☒ Yes ☐ No
Will valet service be used any time during business hours? ☐ Yes ☒ No
Is there a parking lot? (If no, skip other items in parking section) ☐ Yes ☒ No
Is lot clean? ☐ Yes ☐ No
Is the lot well illuminated? ☐ Yes ☐ No
Is there a security guard or perimeter control? ☐ Yes ☐ No
Are there Cameras? ☐ Yes ☐ No

Other resources or businesses within the area? (If yes, how many)

☐ Park ☐ School ☒ Youth Center or Day care ☒ Community Outreach ☐ Church ☐ Medical

☒ Residential

Convenience Store: ☐ Yes ☒ No _____

Supermarket: ☐ Yes ☒ No _____

Gas station(s): ☐ Yes ☒ No _____

Tabaco/ Vape Store: ☒ Yes ☐ No 1

Liquor store(s): ☐ Yes ☒ No _____

Tavern(s): ☒ Yes ☐ No 1

Other(s): Auto Dealer/ Restaurant/ Hall ☒ Yes

Security: (If no security check and skip to next)

Will there be security ☐ Yes ☒ No Armed? ☐ Yes ☐ No

Employed by: ☐ business ☐ contracted company

Security will monitor: ☐ Interior ☐ Exterior

Security Hours (Add to narrative along with number and how they will be deployed)

Cameras:

Plans to have a camera system but not installed or operating: ☐ Yes

(If yes, answer next question and skip additional camera section add info to narrative)

Are cameras required by city ordinance at this business? ☒ Yes ☐ No

(If no, and there is no system skip to next section)

Are there working cameras at the business ☒ Yes ☐ No

How many working? Interior 1 Exterior _____

Is there a camera facing and entrance / exit? ☒ Yes ☐ No

Is a camera facing the register? ☒ Yes ☐ No

Is the data saved on: ☒ local hard drive ☒ Cloud / off site service

How long is footage saved? 30 Days

Is on site camera hard drive in a secured area? ☒ Yes ☐ No ☐ N/A

Who has access to security footage? ☒ Owner ☐ Manager ☐ Employee(s) ☐ Security/Service

Bar/ Tavern / night club/ Restaurant ☒ N/A (Skip to next section)

☐ Age Restriction ☐ ID Scanner ☐ Dress Code ☐ Metal Detector ☐ Physical search

Planned capacity: # _____

Interior:

Is the interior clean and neat? ☒ Yes ☐ No

What is the minimum number of employees during hours of operation? 1

Is there an area employees can secure themselves? ☒ Yes ☐ No

Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ NO

Does the store sell? ☐ N/A (Skip to next section)

Single chore boy: ☒ Yes ☐ No

Blunt wraps: ☐ Yes ☒ No

Scale/Grinders: ☐ Yes ☒ No

Items that may be used as crack pipes: ☐ Yes ☒ No

Describe items _____

Overabundance of sandwich baggies: ☐ Yes ☒ No

Does the owner/agent understand that these items are often used for drug use?

☒ Yes ☐ No

Do the products in the store appear to be new and rotated often?

☒ Yes ☐ No

Current License(s): (Held at location by agent or Business)

Alcohol #: _____ ☐ Yes ☐ No Class: ☐ A ☐ B ☐ B-Manager ☐ D-Oper

Extended Hours #: _____ ☐ Yes ☐ No

Filling #: _____ ☐ Yes ☐ No

Food #: 14354 ☒ Yes ☐ No Type: ☐ Restaurant ☐ PED ☒ Retail

Hotel/Motel#: _____ ☐ Yes ☐ No

Tobacco #: _____ ☐ Yes ☐ No

Secondhand Dealer #: _____ ☐ Yes ☐ No Type: ☐ Pawn ☐ Vehicle

Parking lot #: _____ ☐ Yes ☐ No

Pub-Enter-Pre# _____ ☐ Yes ☐ No Type:

Other #: _____ ☐ Yes ☐ No Type: _____

Plan of Operation:

Currently Open: ☒ Yes ☐ No – Projected open date: ____/____/____

Hours: ☐ 24HRS

Sun: 12PM - 4PM ☐ Closed

Mon: 12PM - 4PM ☐ Closed

Tue: 11AM - 7PM ☐ Closed

Wed: 11AM - 7PM ☐ Closed

Thu: 11AM - 7PM ☐ Closed

Fri: 11AM - 7PM ☐ Closed

Sat: 11AM - 7PM ☐ Closed

Complete this section if alcohol establishment is a convenience store: ☐ N/A (Skip to Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer **cannot** enter it directly from the outside.

- **All convenience food stores not exempted under sub. 3 shall:**

*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☒ No

*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees? ☐ Yes ☒ No

- **Maintain any of the following at the property?**

*A safe that was in use at the convenience food store on August 17, 1994?

☐ Yes ☒ No

* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

☐ Yes ☒ No

* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☒ No

* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions: ☐ Yes ☒ No

(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).

Comments/ Recommendations:

The agent was advised to install a cash safe box in the business and secure the register cash box. At the time of inspection there was one camera which captured both the entrance and register area. The agent stated there are plans to install an additional interior camera. The camera hard drive is secured in the neighboring business, which share an interior door. Also advised to post the police numbers near the register area.

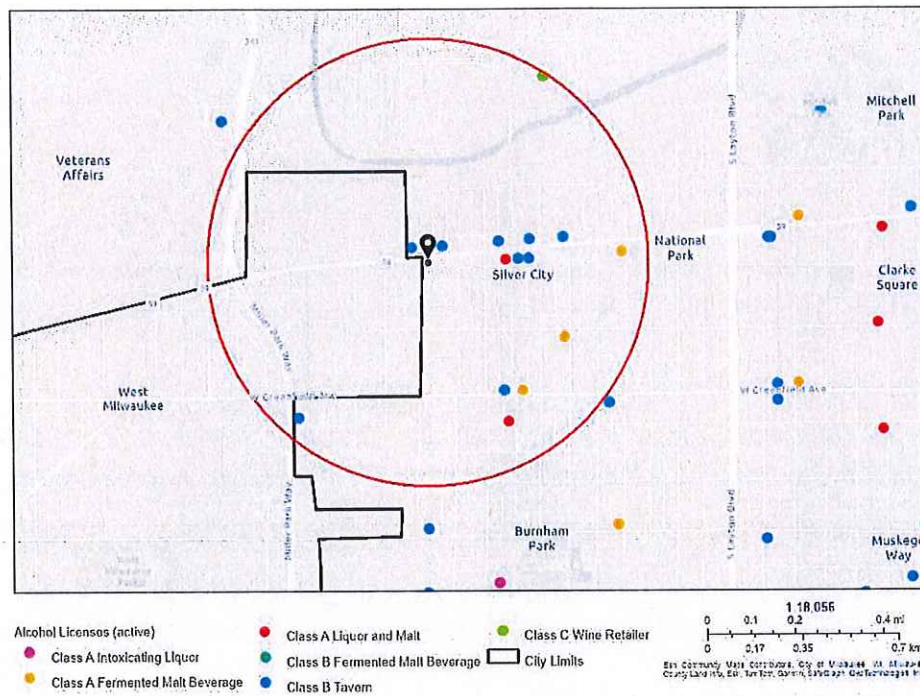


Concentration Map 3745 W National AV

Area of Interest (AOI) Information

Area : 21,862,586.23 ft²

Jan 14 2025 14:51:30 Central Standard Time



3745 W National AVE

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	16		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	PK PALACE, LLC	PK Palace	Rick K Vang, Agt	3730 W NATIONAL AV	Class B Tavern License		3/4/2025, 6:00 PM	1
2	National Grocery, LLC	National Grocery	Manpreet Singh, Agt	3501 W National AV	Class A Malt & Class A Liquor License		4/7/2025, 7:00 PM	1
3	Celebrity's Hall	Celebrity's Hall	Raul Varela-Rodriguez, SP	1329 S 35th ST	Class B Tavern License	91	4/4/2025, 7:00 PM	1
4	Milwaukee Nights Pub, LLC	Milwaukee Nights Pub	Samona McCann, Agt	3830 W NATIONAL AV	Class B Tavern License	80	3/25/2025, 7:00 PM	1
5	LEVA ENTERPRISE S SOUTH LLC	Orenda	Leticia C Munoz Hernandez, Agt	3514 W NATIONAL AV	Class B Tavern License		4/23/2025, 7:00 PM	1
6	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class B Fermented Malt Beverage Retailer's License		4/7/2025, 7:00 PM	1
7	Palermo Villa, Inc	Pizzeria 3301	Laurie Ann Fallucca, Agt	3301 W Canal ST	Class C Wine Retailer's License		4/7/2025, 7:00 PM	1
8	MAMIE'S	MAMIE'S	DEBRA L MICKEY, SP	3300 W NATIONAL AV	Class B Tavern License	68	6/29/2025, 7:00 PM	1
9	ALDI, INC	ALDI #87	Matteo G Allred, Agt	1441 S 35TH ST	Class A Malt & Class A Liquor License		7/10/2025, 7:00 PM	1
10	Lucky's Ice House LLC	Lucky's Ice House	Thomas L Schweiger, Agt	4238 W ORCHARD ST	Class B Tavern License		7/27/2025, 7:00 PM	1
11	National Beer & Food Mart, LLC	National Food	JASMINDER SINGH, Agt	3101 W National AV	Class A Fermented Malt Beverage Retailer's License		9/23/2025, 7:00 PM	1
12	THAI BARBECUE, LLC	THAI BAR-B-QUE	XAY CHAI, Agt	3417 W NATIONAL AV	Class B Tavern License		11/5/2025, 6:00 PM	1
13	Forest Home Ave Chicken Palace LLC	Chicken Palace National	VALDEMAR ESCOBAR, Agt	3433 W National AV	Class B Tavern License	65	11/25/2025, 6:00 PM	1
14	FIRST STOP FOODS	FIRST STOP FOODS	ABDELMUNA M AASAD, SP	1330 S 35TH ST	Class A Fermented Malt Beverage Retailer's License		12/19/2025, 6:00 PM	1
15	Scott Beer & Food LLC	El Rincon Grocery	GURMUKH SINGH, Agt	1201 S 33rd ST	Class A Fermented Malt Beverage Retailer's License		12/11/2025, 6:00 PM	1
16	Missy Sweets Lounge LLC	Missy Sweets Lounge	Melissa M Hoepfner, Agt	3412 W National AV	Class B Tavern License		10/31/2025, 7:00 PM	1

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



Tuesday, May 27, 2025



Notice of Public Hearing

Blank Notice

JIMENEZ, Jessica, Agent
38TH STREET MART at 3745 W National Av
Class A Fermented Malt License Application

Tuesday, June 10, 2025 at 11:35 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 6/10/2025 at 11:35 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 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	3709 W NATIONAL AVE	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3709A W NATIONAL AVE	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3711 W NATIONAL AVE	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3711A W NATIONAL AVE	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3718 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3719 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3721 W NATIONAL AVE# 1	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3721 W NATIONAL AVE# 2	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3721 W NATIONAL AVE# 3	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3721 W NATIONAL AVE# 4	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3721 W NATIONAL AVE# 5	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3721 W NATIONAL AVE# 6	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3721 W NATIONAL AVE# 7	MILWAUKEE, WI 53215-1034
CURRENT OCCUPANT	3722 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3723 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3723A W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3726 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3727 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3727A W NATIONAL AVE	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3729 W NATIONAL AVE	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3729 W NATIONAL AVE# EAST	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3730 W NATIONAL AVE	MILWAUKEE, WI 53215-1008
CURRENT OCCUPANT	3731 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3731A W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3733 W NATIONAL AVE# 1	MILWAUKEE, WI 53215-1056
CURRENT OCCUPANT	3733 W NATIONAL AVE# 2	MILWAUKEE, WI 53215-1056
CURRENT OCCUPANT	3733 W NATIONAL AVE# 3	MILWAUKEE, WI 53215-1056
CURRENT OCCUPANT	3735 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3736 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3739 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3739 W NATIONAL AVE# 1	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3739 W NATIONAL AVE# 2	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3739 W NATIONAL AVE# 3	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3739 W NATIONAL AVE# 4	MILWAUKEE, WI 53215-1007
CURRENT OCCUPANT	3740 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3743 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3744 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3747 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3747A W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3748 W HILDA PL	MILWAUKEE, WI 53215-1426
CURRENT OCCUPANT	3749 W HILDA PL	MILWAUKEE, WI 53215-1425
CURRENT OCCUPANT	3810A W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3812 W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3814 W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3814A W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	3814B W NATIONAL AVE	MILWAUKEE, WI 53215-1010

CURRENT OCCUPANT	3830A W NATIONAL AVE	MILWAUKEE, WI 53215-1010
CURRENT OCCUPANT	825 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	827 S 38TH ST	MILWAUKEE, WI 53215-1002
CURRENT OCCUPANT	906 S 38TH ST	MILWAUKEE, WI 53215-1302

Blank Notice

Total Records: 50

Radius 250 feet and Center of the Circle: 3745 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:

A corner store for neighborhood convenience

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 7 years owning a smoke shop

2. Business Operations

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

3. Litter & Noise

- 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: 2 Locations: 1 at entry door, 1 near rest room
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: _____

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 licensed security on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Describe equipment used _____
List their License Number (s) _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 4 and list locations: Placed in the corners of the store
- 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>70</u> % Cigarettes, Electronic Vape Devices, Tobacco Products <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %			
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>15</u> % Describe: <u>household goods</u>

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

Type 1

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

Type 2

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

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

- ☒ Occupancy Permit ☐ Cigarette, Tobacco, Electronic Vape Products ☐ 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 20 (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: 38th Street and National Avenue

- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____

e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____

f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____

g. Building Owner Name: Ignacio Saldivar Phone Number: 414-306-4828

Building Owner Address: 3802 E Burnard Ave. Cuolany WI 53110

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	9:00am	9:00pm	25		
Monday	9:00am	9:00pm			
Tuesday	9:00am	9:00pm			
Wednesday	9:00am	9:00pm			
Thursday	9:00am	9:00pm			
Friday	9:00am	9:00pm			
Saturday	9:00am	9:00pm			

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)

Jessica Jimenez

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: 38th Street Mart, LLC

Premise Address: 3745 W. National 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: _____

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.)? Jessica Jimenez

c) Are you purchasing the stock and/or fixtures? ☐ No ☒ Yes If yes, amount paid \$ 2,000.00

d) Total amount paid for business \$8,600.00

e) Total amount paid for goodwill of the business \$3,000.00

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 2023 July Ends 2028 July

b) Monthly rental \$1,000.00

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)? 5

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)

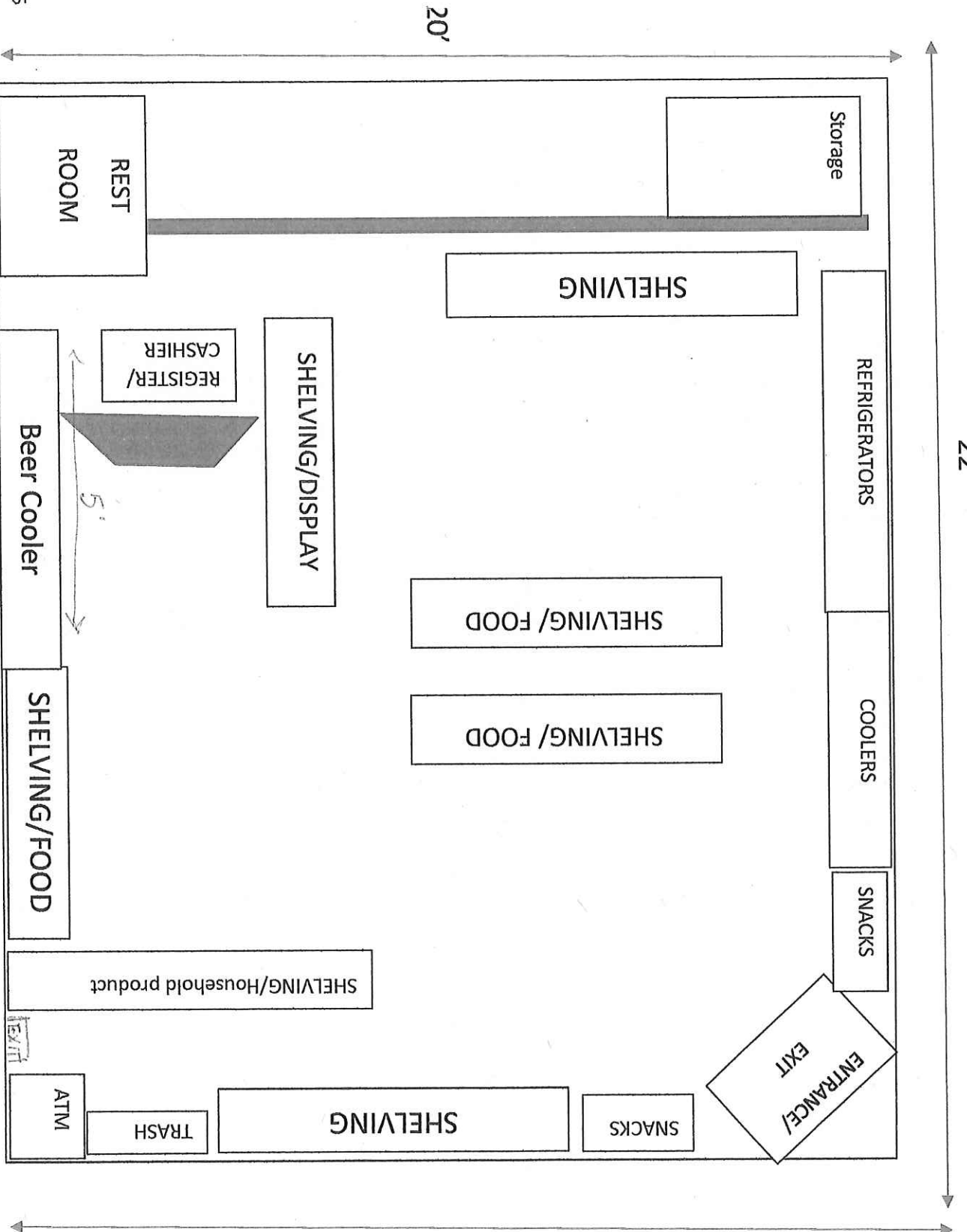
Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

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

22'

38TH STREET



20'

20'

NATIONAL AVENUE

Total
Square
Footage
= 440 ft

Jessica Jimenez,
Agent for "38th
Street Mart, LLC"
3745 W. National
Ave. 53204
Milwaukee, WI
Date: Jan. 11, 2025
Convenience/
Grocery Store

DRAFT: 38th Street Mart 22'

N

