



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

Monday, December 19, 2022

COMMITTEE MEETING NOTICE


AD 12

MEDINA-PERDOMO, Ruben, Agent
DON JULIO'S BAR AND CLUB LLC
1539 S CESAR E CHAVEZ DR
Milwaukee, WI 53204

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.

Wednesday, January 04, 2023 at 10:50 AM

The access code is <https://meet.goto.com/294807589>. If you wish to call in: +1 (224) 501-3412 and use Access Code: 294-807-589. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox, Bands, Karaoke, 5 Amusement Machines, Patrons Dancing and 2 Pool Tables as agent for "DON JULIO'S BAR AND CLUB LLC" for  "DON JULIO'S BAR AND CLUB" at 1537 S CESAR E CHAVEZ DR.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

Date: 11/22/22
Officer: Monreal

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

Name of Premise: Don Julio's
Address: 1537 S. Cesar Chavez
Phone: 463-207-4992
Owner: Medina-Perdomo, Ruben
Owner address: 1539 S. Cesar Chavez
City State Zip: Milwaukee, WI 53204
Owner Phone: 463-207-4992
Owner email: buenopava1276@gmail.com

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

Preferred contact: Same

Location currently open: YES NO

Projected open date: ASAP

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

Hours of Operation: Sun: 24 hours Y N
Mon:
Tue:
Wed:
Thu:
Fri: 7p-2a
Sat: 7p-2:30A

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:
Alcohol: Yes No Class: #:

- Tobacco: Yes No #:
 Food: Yes No #:
 Extended Hours: Yes No #:
 Secondhand Dealer: Yes No Type: #:
 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. 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. Are there No Loitering Signs posted? Yes No
14. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

15. Does this location have security cameras? Yes No
16. Are they in working order? Yes No
17. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
18. How long is footage stored for later viewing: 90 days
19. Are there exterior cameras Yes No How many: 7
20. Are there interior cameras Yes No How many: 2
21. Do all employees know how to retrieve recorded digital images/footage? Yes No

Interior Survey:

22. What is the planned capacity 80

- 23. What is the minimum number of employees That will be on premise 4
- 24. 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
- 25. Is the interior of the location neat and clean? Yes No
- 26. Does an interior camera face the entrance/exit? Yes No
- 27. Is there a lockable area that separates employees from customers? Yes No
- 28. Are emergency and non-emergency numbers posted near the phone? Yes No
- 29. 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

- 30. How many security personnel are going to be employed: 2
- 31. How ill they be deployed: Interior 1 Exterior 1
- 32. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
- 33. Will the security be managed by business or contracted
- 34. Will they be armed Yes No
- 35. What type of security measures to be used:
 - Wanding/metal detector
 - ID Scanner
 - Dress Code
 - Cover Charge
 - Age restriction
 - Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

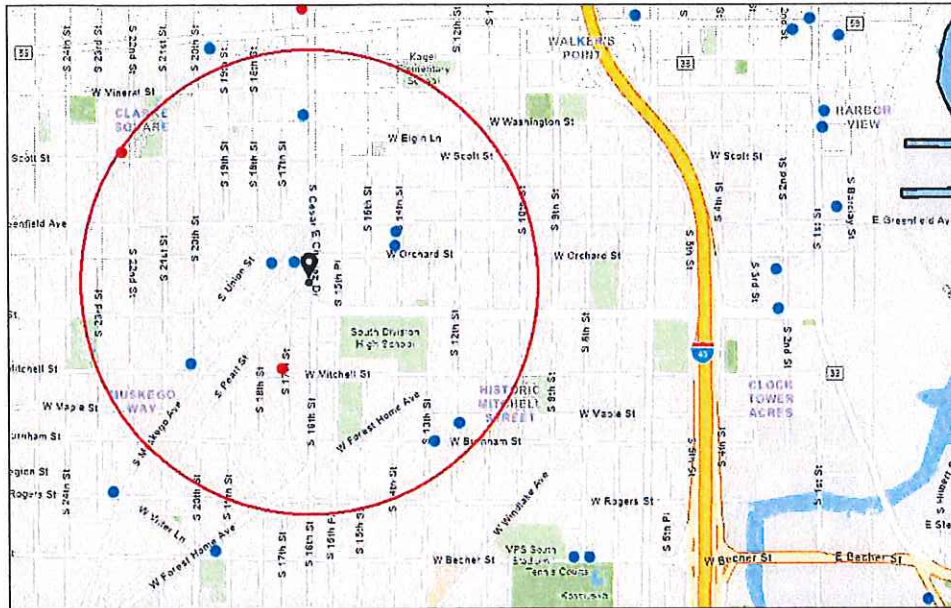


Concentration Map 1537 S CESAR E CHAVEZ DR

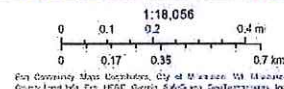
Area of Interest (AOI) Information

Area : 21,862,585.68 ft²

Sep 27 2022 14:32:42 Central Daylight Time



- Alcohol Licenses (active)
- Class B Tavern
- Class A Liquor and Malt
- City Limits



1537 S CESAR E CHAVEZ DR

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	10		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Mi Pais LLC	Mi Pais	GRACIELA HERNANDEZ, Agt	1401 W GREENFIELD AV	Class B Tavern License		9/28/2022, 7:00 PM	1
2	CANTARITOS BAR, LLC	Passion Nightclub	FRANCISCO GOMEZ-ORTIZ, Agt	1566-1570 S MUSKEGO AV	Class B Tavern License	52	10/10/2022, 7:00 PM	1
3	La Escondida	La Escondida	Josephine Vargas, SP	1400 W ORCHARD ST	Class B Tavern License		10/13/2022, 7:00 PM	1
4	El Pelon Bar	El Pelon Bar	Joel Velasco Garcia, SP	1832 S 13TH ST	Class B Tavern License	25	10/20/2022, 7:00 PM	1
5	ABC FOOD & LIQUOR LLC	ABC FOOD & LIQUOR	SUKHDEV S KAHLON, Agt	1143 S 22nd ST	Class A Malt & Class A Liquor License		10/23/2022, 7:00 PM	1
6	Harjodh, Inc	Mi Pueblo	Harpreet S Chawla, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		10/23/2022, 7:00 PM	1
7	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	11/7/2022, 6:00 PM	1
8	PEOPLES INN	PEOPLES INN	MARIA M RODRIGUEZ, SP	1139 W MAPLE ST	Class B Tavern License	45	11/22/2022, 6:00 PM	1
9	JALISCO RESTAURANT , LLC	JALISCO RESTAURANT	CARLOS E CASERES, Agt	1035 S CESAR E CHAVEZ DR	Class B Tavern License	128	11/23/2022, 6:00 PM	1
10	EL Inferno LLC	EL Inferno	ANTONIO MARTINEZ, Agt	2000 W Mitchell ST	Class B Tavern License		11/24/2022, 6:00 PM	1

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



Monday, December 19, 2022



Notice of Public Hearing

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MEDINA-PERDOMO, Ruben, Agent
DON JULIO'S BAR AND CLUB at 1537 S CESAR E CHAVEZ DR
Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting
Disc Jockey, Jukebox, Bands, Karaoke, 5 Amusement Machines, Patrons Dancing and 2 Pool
Tables

Wednesday, January 04, 2023 at 10:50 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 1/4/2023 at 10:50 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	1446 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1449 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2714
CURRENT OCCUPANT	1449A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2714
CURRENT OCCUPANT	1454 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1458 S MUSKEGO AVE# 1	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1458 S MUSKEGO AVE# 2	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1458 S MUSKEGO AVE# 3	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1460 S MUSKEGO AVE	MILWAUKEE, WI 53204-2722
CURRENT OCCUPANT	1501 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1503 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1505 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1507 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1511 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1512 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1515 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1517 S PEARL ST	MILWAUKEE, WI 53204-2729
CURRENT OCCUPANT	1523 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1525 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1527 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1529 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1534 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1534A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1535 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1535 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1537 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1537A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1538 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1539 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1539 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1539 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1540 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1542 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1542 S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1542A S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1543 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1543 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1544 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1545 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1545A S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1546 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1546A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1547 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1550 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1550 S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1551 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1553 S PEARL ST	MILWAUKEE, WI 53204-2730

CURRENT OCCUPANT	1554 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1555 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1555 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1556 S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1556A S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1557 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1557 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1557A S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1558 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1558 S CESAR E CHAVEZ DR# A	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1559 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1560 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1560 S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1560A S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1561 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1561A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1562 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1562 S CESAR E CHAVEZ DR# A	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1562 S CESAR E CHAVEZ DR# B	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1563 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1563 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1563 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1564 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1564 S PEARL ST	MILWAUKEE, WI 53204-2728
CURRENT OCCUPANT	1564A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1565 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1566 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1566A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2715
CURRENT OCCUPANT	1567 S 15TH PL	MILWAUKEE, WI 53204-2759
CURRENT OCCUPANT	1567 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1567 S PEARL ST	MILWAUKEE, WI 53204-2730
CURRENT OCCUPANT	1568 S 17TH ST	MILWAUKEE, WI 53204-2718
CURRENT OCCUPANT	1571 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1571A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1572 S 17TH ST	MILWAUKEE, WI 53204-2718
CURRENT OCCUPANT	1575 S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1575A S CESAR E CHAVEZ DR	MILWAUKEE, WI 53204-2717
CURRENT OCCUPANT	1630 W BOW ST	MILWAUKEE, WI 53204-2720
CURRENT OCCUPANT	1630A W BOW ST	MILWAUKEE, WI 53204-2720

Blank Notice

Total Records: 86

Radius 250.0 and Center of Circle: 1537 S Cesar E Chavez Dr



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:

Bar and Club

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

2. Business Operations

- a. Proposed Opening Date: 10/1/2022
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: Tavern Expired
- 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: Food Dealer License
- 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: DT sound system

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 5 Locations: Behind bar (3) Bathrooms
Outside: 1 Locations: Dumpster on the back
- 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: will select soon

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? 2 and answer the following:
 What are their responsibilities? check IDs, check people prior to entry for arms
 Is security equipment used? No Yes If yes, describe metal detector
 List their licensing, certification, or training credentials trained in security / private
- d. Will there be security cameras? No Yes If yes, how many? 11 and list locations: inside each corner of the bar, at entrance, at each exterior corner of the building
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food <u>5</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>5</u> %	Cigarettes <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>0</u> % Describe: _____

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: _____
 Rooming House: Number of Floors: _____
 Number of Rooms: _____
 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 80 (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: 16th (Cesar Chavez) and Bow

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: Ruben Medina Perdomo Phone Number: 463 267 4992

Building Owner Address: 1539 S Cesar Chavez Dr Milwaukee WI 53204

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	closed.				None
Monday	9 pm	2:00am	30/40	21+	↓
Tuesday	9 pm	2:00am	↓	↓	
Wednesday	9 pm	2:00am	↓	↓	
Thursday	9 pm	2:00am	↓	↓	
Friday	9am	2:30AM	80	21+	
Saturday	9am	2:30AM	80	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)

Ruben Medina P.
 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>Don Julio's Bar and Club LLC</u>
Premise Address: <u>1537 S Cesar Chavez Dr 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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes
"Service Bar Only" Designation
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input 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>OWN</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>\$ 73,595.⁰⁹ hand contract</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
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)? _____

Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature

X Ruben Medina P.

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: Don Julios Bar and club LLC

Premises Address: 1537 S cesar E chavez dr 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: Pizza Hot Dog, Popcorn (prepackage)

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 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:

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

RMP 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.

RMP 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.

RMP 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.

RMP 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: Ruben Medina P.

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: Don Julio's Bar and Club LLC 1537 S Cesar Chavez

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 checked="" 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 checked="" type="checkbox"/> Disc Jockey - | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input checked="" type="checkbox"/> Pool Tables -
How many? <u>2</u> | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox - |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing - | <input checked="" type="checkbox"/> Karaoke - |
| <input type="checkbox"/> Other: _____ | | | |

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

PROMOTERS/SOUND AMPLIFICATION

- Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe: _____
- At any time will sound amplification be used? No Yes If Yes, Describe: _____

LEGAL CAPACITY OF PREMISES

80 (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.

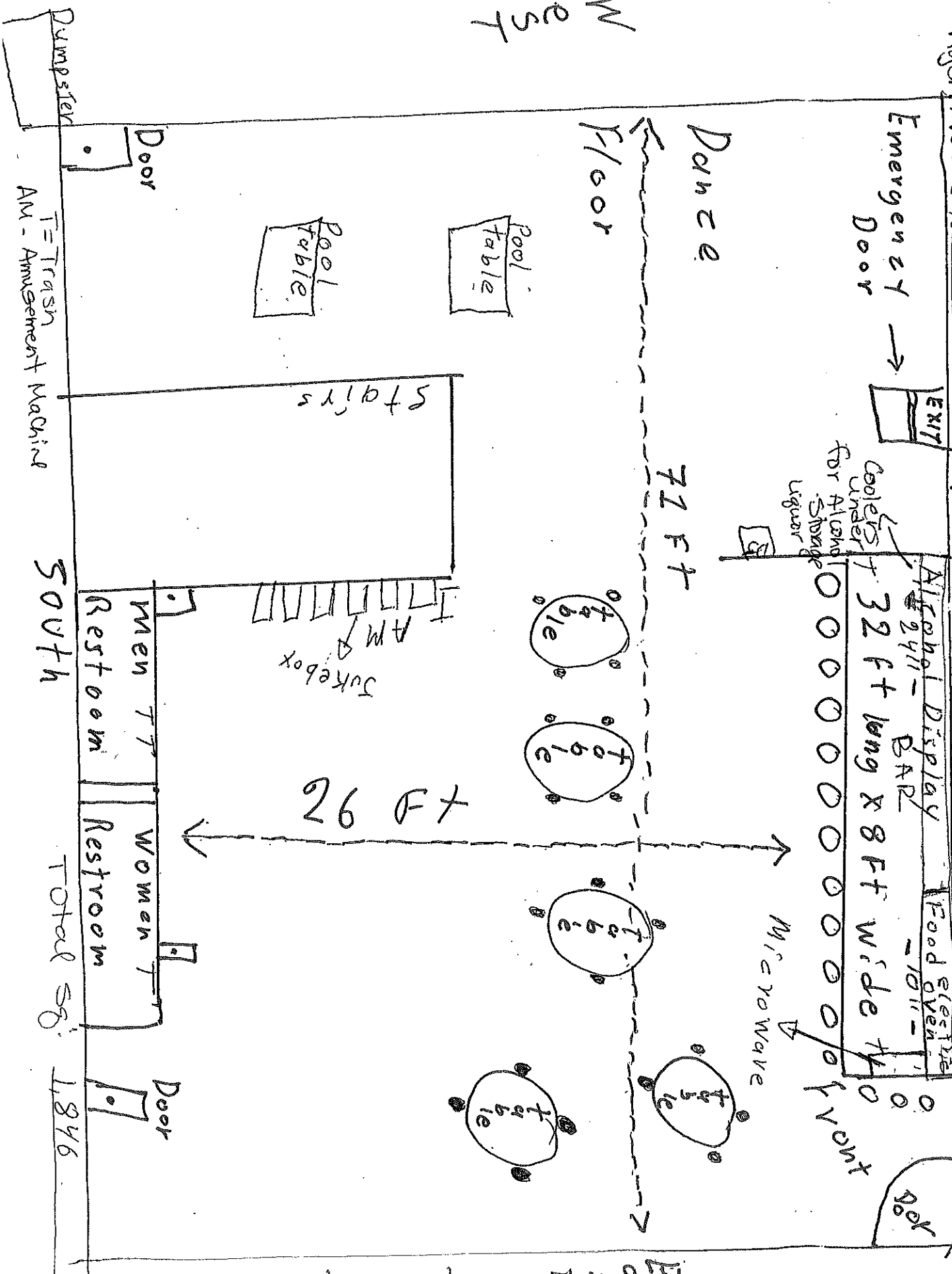
Ruben Medina P.
Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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)

Legal Entity: Ven Julius Bar and Club
Trade Name: Dan Stills Bar and Club
Agent Name: Ruben Medina Perdomo

North Address: 15375 Cesar Chavez Dr
Date: 09/21/2022

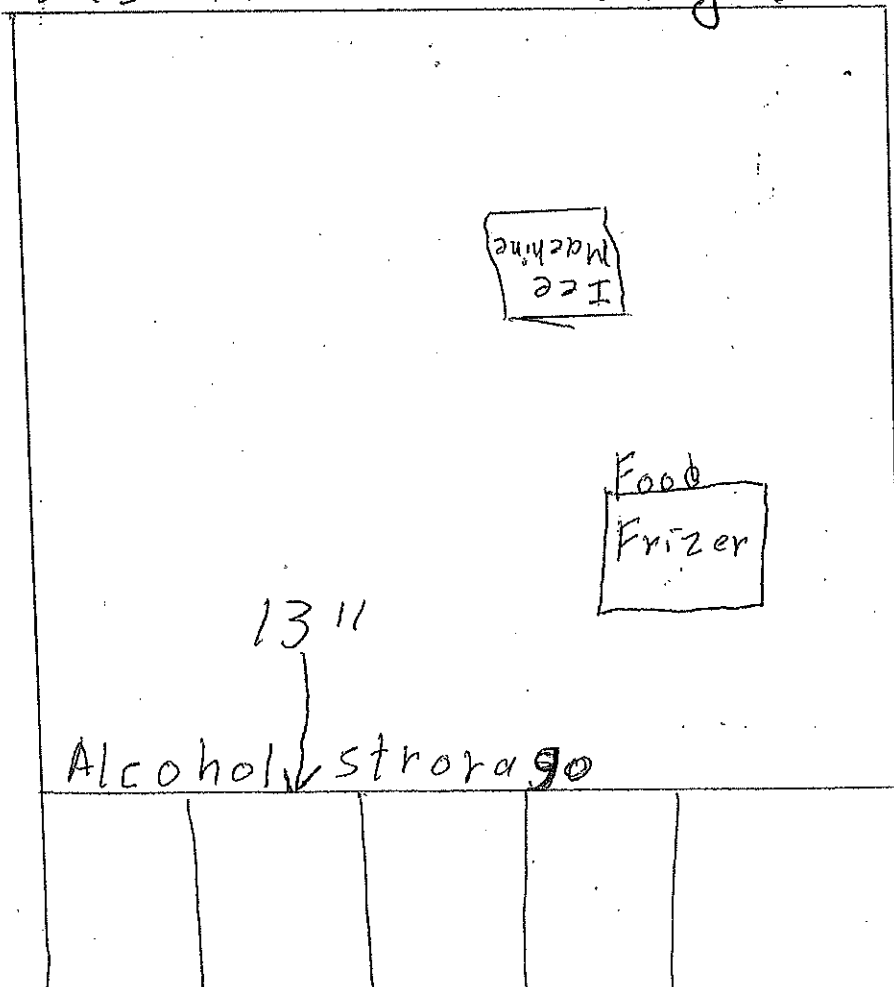
West



East Cesar Chavez Dr

Don Julio's Bar and club LLC
1537 S Cesar Chavez Dr Milwaukee, WI 53204
Agent Ruben Medina Perdomo
09/21/22

Basement Storage



Food Menu

1. Pizza
2. Hot Dog
3. Popcorn (prepackage)