



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, April 13, 2022

COMMITTEE MEETING NOTICE

AD 12

PENA DELGADO, Platon, Agent
Restaurant Jerez, LLC
828 S 1st St
Milwaukee, WI 53204

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

Tuesday, April 26, 2022 at 01:20 PM

Regarding: Your Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Instrumental Musicians and Disc Jockey as agent for "Restaurant Jerez, LLC" for "Restaurant Jerez" at 828 S 1st St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/279418573>. If you wish to call in, please call [+1 \(872\) 240-3212](tel:+18722403212) and use Access Code: 279-418-573.

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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



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

Wednesday, April 13, 2022

COMMITTEE MEETING NOTICE

AD 12

PENA DELGADO, Platon, Agent
Restaurant Jerez, LLC
8900 S SHEPARD AV
Oak Creek, WI 53154

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

Tuesday, April 26, 2022 at 01:20 PM

Regarding: Your Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Instrumental Musicians and Disc Jockey as agent for "Restaurant Jerez, LLC" for "Restaurant Jerez" at 828 S 1st St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://meet.goto.com/279418573>. If you wish to call in, please call **+1 (872) 240-3212** and use Access Code: **279-418-573**.

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JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

Roman, Carmen

REDACTED RECORD

From: [REDACTED]
Sent: Thursday, November 11, 2021 9:57 AM
To: License
Subject: 828 S 1st Street

[You don't often get email from [REDACTED] Learn why this is important at <http://aka.ms/LearnAboutSenderIdentification>.]

To Whom It May Concern,

This objection is in regards to the Class B Tavern, Food Dealer-Restaurant and Public Entertainment Premises at 828 S 1st Street Milwaukee Wisconsin.

The owners of the previous business, which has caused nothing but problems in the neighborhood, have proven to be unfit and irresponsible as demonstrated with their last business and license. There were gunshots on a regular basis, unruly customers, and disputes with the owners amongst neighbors. They have done nothing to reconcile this behavior, they have given nothing back to the community nor apologized for their behavior and what they allowed in their establishment and what it brought to our community. Not enough time nor action has taken place for them to have proven themselves reformed in any way to operate any sort of business in the area, especially one involving a tavern license. What confidence does anyone have that this will not be a rerun of what has already transpired? The parking lot they use is not even connected to their establishment, and caused unsafe living conditions to the neighboring residences with their patrons shooting and loitering in close proximity to innocent citizens in their homes as well. Until they have proven to have learned how to be better business owners and community members I do not agree that any license should be extended to them to operate any business involving alcohol or entertainment. Let us be in peace, and let them learn a lesson.

Sincerely,
A concerned citizen

Date: 11/10/21
Officer: P.O. VODICKA

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

Name of Premise: Restaurant Jerez
Address: 828 S 1st St
Phone: 414-241-5657

Owner: Platon PENA-DELGADO
Owner address: 8900 S Shepard Av
City State Zip: Oak Creek, WI 53154
Owner Phone: 414-241-5657
Owner email: Platon.Pena@yahoo.com

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

Preferred contact: Same

Location currently open: YES NO

Projected open date: 01/01/22

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

Hours of Operation: Sun: 10a-10p 24 hours Y N

Mon: “

Tue: “

Wed: “

Thu: “

Fri: “

Sat: “ hours on the application, will likely amend hours to close at

12am

Premise Type: Tavern/Bar
Restaurant
Other: Event Hall

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 4
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are there exterior security cameras Yes No How Many: at least 5
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 Not installed building under construction
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing: Unknown
21. Are there exterior cameras Yes No How many: At least 5
22. Are there interior cameras Yes No How many: At least 7

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 Licensee and spouse will have access
24. Cameras located in parking lot Yes No How many Unknown

Interior Survey:

25. What is the planned capacity 276
26. What is the minimum number of employees That will be on premise 8
27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
28. Is the interior of the location neat and clean? Yes No
29. Does an interior camera face the entrance/exit? Yes No
30. Are emergency and non-emergency numbers posted near the phone? Yes No
31. Does the owner know how to contact their police district directly? Yes No
 a. Did you provide a district contact guide to the owner? Yes No

Security

32. How many security personnel are going to be employed:0
33. How will they be deployed:
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 to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge For ticketed events only
 Age restriction
 Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 11/01/21
LICENSE TYPE: Class B Tavern
NEW:
RENEWAL:

No. 330657
Application Date: 10/29/21

License Location: 828 S. 1st Street
Business Name: Restaurant Jerez

Licensee/Applicant: PENADELGADO, Platon
(Last Name, First Name, MI)
Date of Birth: 01/28/1974

Home Address: 8900 S. Shepard Avenue
City: Oak Creek State: WI Zip Code: 53154
Home Phone: 414-241-5657

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

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

1. On 09/04/14 the applicant was cited in the City of Milwaukee at 6000 W. Morgan Avenue for Improper Right Turn.

Charge: Improper Right Turn
Finding: **Warrant issued for Failure to Appear for Arraignment**
Sentence:
Date:
Case: 15029608

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 01/13/21 (PRELIM)

LICENSE TYPE: BTAVN

NEW:

RENEWAL:

No.

Application Date:

License Location: 828 S 1st Street

Business Name: Desperados

Licensee/Applicant: Martinez, Miguel
(Last Name, First Name, MI)

Date of Birth: 01/22/1979

Home Address: 5221 S. 13th Street #C

City: Milwaukee

State: WI **Zip Code:** 53221

Home Phone: 414-736-7754

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

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

1. On 01/19/2015 Milwaukee police conducted a licensed premise check at 828 South 1st Street (Desperados). No violations were observed.
2. On 02/23/2015 at 2:11am Milwaukee police observed several vehicles parked in front of 828 South 1st Street (Desperados). Officers then conducted a licensed premise check and discovered several patrons still inside the business. The applicant was behind the bar and dispensing alcoholic drinks. Officers identified themselves and pointed out that the license indicated the business should be closed to the public at 2:00am. The applicant told officers he knew he was operating after hours and apologized, but stated he was having a hard time convincing patrons to leave. The applicant was cited. The citation maintains a balance due of \$378.00

Charge: Class B Premises-Allow Patrons After Hours

Finding: Dismissed per municipal court clerk, no additional information

Sentence:

Date:

Case: Citation #61058933

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Item #2 previously reported, disposition added 06/09/2016.

3. On 11/14/2015 Milwaukee police conducted a licensed premise check at 828 South 1st Street (Desperados) based on Aldermanic complaints of patrons having sex and breaking bottles in the parking lot. Officers spoke to the applicant who stated he was aware of the complaints and had hired additional security to monitor the parking lot. He stated the activities have since ceased. No violations were observed.

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4. On 04/30/2017 Milwaukee police were dispatched to a fight at 828 South 1st Street. The victim had numerous injuries on his face but refused medical attention. Another party told officers that the victim was attacked by three subjects as he left the bar. Milwaukee police incident report #171200016 filed.

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5. On 05/21/2017 at 2:05am officers were dispatched to a fight at 828 S 1st St. Upon arrival squads were unable to locate anyone fighting.
6. On 07/28/2017 officers conducted a license premise check at Desperados, 828 S 1st St, based on a complaint of dancers, which is in violation of their license. The officers entered through the front entrance and observed females dancing in very revealing lingerie. The applicant was on scene and stated the tavern was rented out for a private party. He was aware he didn't have the proper license to allow dancers on the premise and did nothing to stop them. The officer also observed patrons with hands full of money and money on the floor. They also observed a changing room for the dancers.
7. On 08/06/2017 at 2:37am officers were dispatched to VIP Lounge, 828 S 1st St for a fight. The officer spoke with two victims who were security at the tavern. The guards stated a subject was kicked out for being disruptive. The subject returned with 5 friends and chased one security guard outside. The suspects then began hitting and kicking the guard. The second guard was struck while helping the first guard. The suspects then fled the scene. On 08/11/2017 the officers contacted the applicant who stated he did not witness the incidents and there are no cameras that would have captured the incident.
8. On 09/10/2017 officers conducted a licensed premises check on VIP Lounge, 828 S 1st St. The officers found 14 bottles of liquor contaminated with fruit flies. The applicant was on premise and the bottles were disposed of. No other violations were observed.
9. On 10/28/2017 an officer observed vehicles parked in the alley adjacent to VIP Lounge, 828 S 1st St. The officer spoke with the security guard at VIP Lounge who stated she did not know who owned the car. The officer began citing the cars and employees from other businesses came out to thank the officer because this was a constant problem. The officer observed a subject exit VIP Lounge and move one of the cars he cited. The officer spoke with the employees of VIP Lounge and they were receptive to correcting the problem.

10. On 12/04/2017 at 2:04am officers conducted a licensed premises check at VIP Lounge, 828 S 1st St. Upon entering the officer observed 40 patrons who were still drinking alcohol. The applicant was on scene and the officer asked him what time was closing and he stated 2:00am. The officer then asked what the current time was and the applicant stated 2:05am. The applicant was cited for allowing patrons after hours.

Charge: Allow Patrons after Hours
Finding: Guilty
Sentence: Fined \$10,190.00
Date: 02/01/2018
Case: 17074948

11. On 01/20/2018 officers worked the special event, Fresh Empire, at VIP Lounge, 828 S 1st St. The event is a tobacco-free DJ event for children aged 13-17 with approximately 250-300 patrons. The event security is Midwest Intelligency Agency, who provides interior and exterior security. The security also assists at closing time to clear additional businesses where patrons of the event go after closing.

12. On 02/23/2018 officers conducted a licensed premises check at VIP Lounge, 828 S 1st St. The business was closed but the applicant was on scene and allowed the officers inside. The officers located 13 bottles contaminated with fruit flies and 12 bottles missing labels. WI Department of Revenue Agents seized 18 boxes of hookah tobacco, which the applicant says he supplies free to patrons. The applicant does not have a Tobacco License. The agents also seized 100 bottles of beer and 62 bottles of liquor that were not purchased from a distributor.

13. On 03/24/2018 officers responded to VIP Lounge, 828 S 1st St, to assist with a large crowd exiting the Fresh Empire event. The officer observed 100 people standing in the street and 200 on the sidewalk. When the subjects walked to surrounding businesses they walked in the roadway affecting traffic. The organizer Travis CHAMBERS stated there was a fight inside between two females. CHAMBERS had security empty the building. Several fights then occurred outside. He stated he gives away 1,500 tickets but only allows 300 inside. There were several calls for service regarding patrons from Fresh Empire. There were 2 arrests for Disorderly Conduct and 2 arrests for Resisting or Obstructing an Officer.

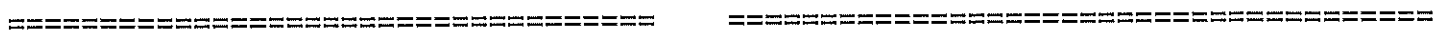
14. On 04/28/2018 at 7:45pm officers conducted a licensed premise check at VIP Lounge, 828 S 1st St., which was holding the Fresh Empire underage event. The officers observed black cloth covering the bar shelves and underneath the bar area. Under the cloth were several bottles of liquor. The applicant stated he covers the liquor and also has an employee watching to make sure no juveniles access the alcohol. The applicant was advised that all the bottles need to be removed from the bar area and must be secured in an area the juveniles could not access.

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15. On 07/08/2018 officers were dispatched to Shots Fired at V.I.P. Lounge, 828 S 1st St. Upon arrival the officers observed a large group of people yelling at each other in front of the bar. The officer spoke with security who stated there was a fight inside that went outside but there were no shots fired. The security stated that several people did throw glass bottles. The

applicant stated he was in the office and was not aware of the fight and did not hear any gun shots.

16. On 12/09/2018 at 11:43pm officers went to VIP Lounge, 828 S 1st St, in regards to shots fired at 2:35am that same morning. The officers interviewed the security guard who stated there was a fight outside that he attempted to break up but because of the number of people involved he could not break it up. After the fight was over a subject went to a car and produced a firearm. The security guard grabbed the arm of the subject holding the gun as he was raising his arm up. The gun discharged twice and the security guard attempted to disarm the subject but the subject pulled the gun away and fled in his auto. The security cameras did not work outside but did capture the parties involved in the fight leaving the tavern.



17. On 08/11/19 at 2:23am, Milwaukee Police were dispatched to 828 S. 1st Street for a fight complaint. Upon arrival, officer's observed several broken beer bottles on the street in front of 828 S. 1st Street and several citizens walking in the alley attempting to enter the rear of the tavern. After several knocks on the locked front entrance door, security allowed officers to enter. The applicant was informed that there was a fight outside and that officers needed to review surveillance footage. While reviewing the footage, officers could hear noise coming from above the establishment and when they went to investigate, officers found approximately 30 patrons in a living room area drinking beer (some of which were the citizens the officers observed earlier trying to enter the back of the tavern). The applicant said that he had no idea how the patron got to the second level and that he was not having an "after party". One of the officers observed security of the establishment allow patrons to enter through the rear entrance but no citations were issued because officers could not prove the applicant was aware there were patrons inside his establishment.
18. On 08/18/19 at 3:20am, Milwaukee Police were dispatched to 828 S. 1st Street to investigate an after hour tavern violation. Upon arrival, officers were greeted by the applicant who was cooperative and stated that there were only his seven employees inside the establishment and officers did not observe any open alcoholic beverages inside.
19. On 09/22/19 at 1:40am, Milwaukee Police were dispatched to 838 S. 1st Street for a subject with weapon complaint. Investigation revealed that a fight occurred at 828 N. 1st Street and one of the subjects went to their vehicle and retrieved a baseball bat. Security at 828 N. 1st Street stated that there was no fight but they did walk a subject to his vehicle and he did try to arm himself with a baseball bat but was stopped by security and the subject drove away.
20. On 11/10/19 at 2:06am, Milwaukee Police investigated a fight which occurred at 828 S. 1st Street. Surveillance footage revealed that two subjects entered the back room where a band was and they had their arms around each other. A short time later, both subjects come out of the room, exchange words with each other, and one actor strikes the other several times in the face. The subject that was punched falls into a corner, security comes and separates the subjects, and the striking actor is escorted outside the business. The applicant said that he did not call police.
21. On 08/01/2020 officers investigated a Sexual assault the occurred at VIP Lounge, 828 S 1st St. The victim stated she was at the bar closing out her tab when a subject grabbed her buttocks. She confronted the subject who walked out of the bar. The victim stated none of her friends witnessed the incident.

22. On 08/16/2020 officers investigated a shots fired at 904 S 1st. The caller stated he heard shots being fired and looked out his window and saw a car in the parting lot of VIP Lounge, 828 S 1st St. He stated he observed the passenger of the auto shooting a gun in the air. The officer advised the applicant of this incident.

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23. On 09/06/20 at 1:55am, Milwaukee Police conducted a license premise check at 828 S. 1st Street. After noticing that the club was over capacity, Officers interviewed the applicant who said he was aware of the amount of patrons inside the club (none of whom were wearing masks) and had a plan for closing time by having security tell patrons not to hang around the club and go home. Officers talked with security and an employee at the front door and they said they did not know how many people were inside the establishment and neither had a hand held counter. At 2:00am, approximately 200 patrons exited the club and several fights broke out on the sidewalk and street. Security was unable to take control of the fights and 10 police squads (6 from a neighboring district) were called to the scene to help disperse the fighting crowd.

24. On 12/31/20 at 11:06pm, Milwaukee Police conducted a license premise check at 828 S. 1st Street. Officers informed the applicant that he was only allowed 50% capacity (150 patrons) which includes his employees. The applicant said to officers that an Environment Health Specialist told him that the 50% (150 patrons) did not include his staff. Police counted 14 employees inside the establishment and security staff told officers, several times throughout the night, that there were 147 patrons inside the club.

25. On 01/03/21 at 12:02am, Milwaukee Police were dispatched to 828 S. 1st Street for a subject with gun complaint. Upon arrival, officers interviewed security who stated that they pat down every patron as they enter or re-enter the club and that the applicant received a text about the subject with gun but never called police. Officers walked through the establishment and found no violations or a subject with a firearm.

26. On 01/03/21 at 2:04am, Milwaukee police conducted a license premise check at 828 S. 1st Street for tavern closing time. Officers observed several patrons exit the build, verbally arguing, which eventually became physical. There was no security outside to help defuse the situation and officers had to break up the fight. Officers tried to interview the applicant (who appeared intoxicated) about the altercation but he became confrontational and argumentative with police. The applicant told officers that they were harassing him and he would contact the alderman due to this harassment. The applicant then told officers that the other clubs in the area were the real issue and that none of the issues in the area were from his establishment. No tavern violations were observed.

27. On 01/08/21 at 11:29pm, Milwaukee Police conducted a license premise check at 828 S. 1st Street. Upon arrival, officers observed a line outside the entrance, multiple patrons inside the entrance, and a counting device, on a ledge, which was not being used. When entering the lobby of the establishment, officers observed multiple patrons without face coverings and security, upon seeing police enter, told patrons to put on their face coverings. Officers found the applicant and asked him how many patrons he had inside the club, he told officers that there were 153 patrons inside (50% capacity is 150 patrons). Officers estimated that there were approximately 160-180 patrons inside the establishment.

28. On 01/15/21 at 12:00pm, Milwaukee Police held a meeting at the Second District Station House with the applicant of 828 S. 1st Street regarding the recent calls for service and firearm incidents around his establishment. Topics of discussion were; recent firearm offenses, complaints by neighbors, overcapacity, loud music, patrons fighting in the area around the tavern, security not patrolling the area after bar close, intoxicated patrons entering the establishment, over serving the patrons, and abiding with the cities COVID regulations. The applicant said that he will raise the minimum age of the club to 25, close the premise at 2am on the weekends, have two security guards at the front door, and will "look into" purchasing a devise to track crowd size. The applicant did express his frustration over the other taverns in the area not attempting to coordinate security concerns with each other and the safety of his security if they wander too far from the establishment. The applicant was issued citations for numerous violations for violating the COVID health plan. (as of 05/12/21, the tickets have not been received by the City Attorney's Office).
29. On 01/29/21 at 11:18pm, Milwaukee Police, along with a City of Milwaukee Environmental Specialist, conducted a license premise check at 828 S. 1st Street. Officers observed approximately 100 patrons outside, approximately 200 patrons inside, standing, and dancing without facemasks. Environmental Health Specialist interviewed the applicant about the violations and the applicant stated he understood the safety plan he submitted but said it was impossible for his employees to enforce his safety plan. The Environmental Health Specialist told the applicant to have the Disk Jockey make an announcement and have patrons sit down and wear face masks. The Environmental Health Specialist told the applicant he will be receiving citations for the violations (as of 05/12/21, the tickets have not been received by the District Attorney's Office). At tavern close, a battery- domestic violence occurred and the aggressor was arrested.
30. On 04/12/21 at 1:36am, Milwaukee Police were dispatched to 828 S. 1st Street for a theft complaint. Investigation revealed that a subject left her purse on a table and went on the dance floor. When she returned, her purse was gone. Police interviewed the applicant who said that the surveillance system was not working and when police walked around the establishment, they did not recover the purse or personal belongings. The staff was cooperative.
31. On 04/18/21 at 2:15am, Milwaukee Police were dispatched to 828 S. 1st Street for a shots fired complaint. Upon arrival, officers recovered fourteen spent casings and witnesses state that they heard the gunshots but did not witness who fired them. On 05/10/21 follow up was conducted to retrieve video surveillance of the incident from a neighboring business. The video shows patrons leaving and loitering outside 828 S 1st street, along with numerous vehicles stopped, in traffic, on S. 1st street, but due to the distance from the camera, the subject who discharged the firearm could not be identified.
32. On 05/03/21 at 1:25am, Milwaukee Police were dispatched to 901 S. Barclay Street for a shots fired compliant. Upon arrival, officer located nine brass shell casings and investigation revealed that the incident is related to the tavern located at 828 S. 1st Street. On 05/05/21 at 10:18am, Milwaukee Police conducted follow-up at 901 S. Barclay Street regarding a shots fired incident which occurred on 05/03/21. Surveillance footage shows a large crowd exiting 828 S. 1st Street with no regard for vehicular traffic which had to stop or swerve to keep from striking patrons. Vehicles where driving at high rates of speed, tricycles were performing "burnouts", and illegal U-turns where all caught on camera. The suspect who discharged a firearm is seen walking east on E. Walker Street then south on S. Barclay Street. While performing this follow-up, officers found a bullet strike which hit the northeast corner of the building at 123 E. Walker Street.

33. On 05/06/21 at 1:40am, Milwaukee Police were dispatched to 828 S. 1st Street for a shooting complaint. Investigation revealed that a subject discharged his firearm at a vehicle striking a subject inside. An employee (security) was interviewed who stated that he observed multiple people dancing in the intersection of S. 1st Street and W. Walker Street but did not hear any gunshots (the employee left before their information could be obtained). There were no other witnesses located in the area. Officer had the applicant show officer's surveillance footage of the incident but he was unable to work the system. It was later found that the system ceased recording shortly before the incident. An unrelated "plain clothes" operation which was in the area of 1000 S. 1st Street and heard multiple gunshots coming from a large crowd of people in front of 828 S. 1st Street. They observed patrons obstructing traffic, dancing on vehicles, acting loud, profane, and boisterous. While this was happening, security took no action to disperse or control its patrons and no calls for service were placed by the establishment. A citation was issued to the applicant for Disorderly Premise Prohibited.

Charge: Disorderly Premise Prohibited
Finding: Court date of 10/25/21
Sentence:
Date:
Case: Citation #J9815NC3DB

Items 23-33 added to previous premise



Wednesday, April 13, 2022



Notice of Public Hearing

Blank Notice

PENA DELGADO, Platon

Restaurant Jerez at 828 S 1st St.

Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Instrumental Musicians and Disc Jockey

Tuesday, April 26, 2022 at 01:20 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 04/26/2022 at 01:20 PM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

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

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	105 E WALKER ST	MILWAUKEE, WI 53204-1855
CURRENT OCCUPANT	117 W WALKER ST, 1	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	117 W WALKER ST, 2	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	117 W WALKER ST, 3	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	117 W WALKER ST, 302	MILWAUKEE, WI 53204-1892
CURRENT OCCUPANT	117 W WALKER ST, 303	MILWAUKEE, WI 53204-1892
CURRENT OCCUPANT	117 W WALKER ST, 308	MILWAUKEE, WI 53204-1892
CURRENT OCCUPANT	117 W WALKER ST, 4	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	117 W WALKER ST, 5	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	117 W WALKER ST, 7	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	117 W WALKER ST, 8	MILWAUKEE, WI 53204-1889
CURRENT OCCUPANT	805 S BARCLAY ST	MILWAUKEE, WI 53204-1835
CURRENT OCCUPANT	811 S 1ST ST	MILWAUKEE, WI 53204-1816
CURRENT OCCUPANT	812 S 2ND ST	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	812 S 2ND ST, A	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	828 S 1ST ST	MILWAUKEE, WI 53204-1815
CURRENT OCCUPANT	900 S 1ST ST	MILWAUKEE, WI 53204-1817
CURRENT OCCUPANT	904 S 1ST ST	MILWAUKEE, WI 53204-1817
CURRENT OCCUPANT	907 S 1ST ST	MILWAUKEE, WI 53204-1818

Blank Notice

Total Records: 19

Radius 250.0 feet and Center of Circle: 828 S 1st St



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:

Restaurant, sports Bar, and Hall

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

2. Business Operations

- a. Proposed Opening Date: November 2021
- b. Is this premise under construction? No Yes If yes, list estimated completion date: _____
- c. Is this a franchise? No Yes
- d. Is this premises currently licensed? No Yes If yes, list type of license: _____
- e. Is the current licensee operating? No Yes If no, list date closed: 9/20/21
- 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: 8 Locations: By bar area, bathrooms, entrance
Outside: 1 Locations: By entrance door
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 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? 16 and list locations: Buy area, Main entrance
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>25</u> %	Food <u>50</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>25</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other _____ % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (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: ENTREPRENEUR

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

Capacity 225 (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: _____

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: Jose Zarate Phone Number: 414.405.8595

Building Owner Address: 11609 N. Bobolink Ln Mequon WI 53092

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	10AM	9 PM	60	11 - 50	
Monday	10AM	9 PM	45	11 - 50	
Tuesday	10AM	9 PM	45	11 - 50	
Wednesday	10AM	9 PM	45	11 - 50	
Thursday	10AM	9 PM	45	11 - 50	
Friday	10 AM	10:30 PM	60	11 - 50	
Saturday	10AM	10:30 PM	60	11 - 50	

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)

Martha Acosta
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: Restaurant Jerez LLC

Premise Address: 828 S 1st Street, Milwaukee, WI 53204

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

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

"Service Bar Only" Designation

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

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

Business Information

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

If yes, list their name and address: _____

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

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

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

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

If yes, explain: _____

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

No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

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

b) Who owns the fixtures (for example, coolers, etc.)? Jose Zarate

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

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ 0

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 Aug. 2021 Ends Aug. 2026

b) Monthly rental \$ 2,500.00

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 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



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: Restaurant Jerez LLC

Premises Address: 828 S. 1st Street 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: Meats, cheese, ice cream, 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 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:

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

pp 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.

pp 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.

pp 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.

pp 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: _____ *Martha Acosta*



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: 828 S 1st Street, Milwaukee, WI 53204

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input type="checkbox"/> Amusement Machines
How many? _____ |
| <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 checked="" 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:
SPEAKERS

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)

RESTAURANT JEREZ

APETIZERS



Mozzarella Sticks \$13
Mozzarella, provolone, shake cheese, oregano served with marinara

Chips and Guac \$12
House-made guacamole with chips

Pulled Pork Nachos \$20
House-fried tortilla chips with pulled-pork, cheddar, pico, black bean corn salsa, sour cream and guac

Bacon Wrapped Shrimp\$27.50
Six jumbo shrimp stuffed with Monterey Jack and fresh jalapeno, bacon wrapped, and mesquite grilled, Mexican butter, homemade guacamole, pico de gallo, Mexican rice and frijoles a la charra

Wings \$16
BBQ or buffalo sauce, with carrots, celery, and ranch

Baked Eggplant Fries \$10
Eight lightly breaded eggplant fries, served with tzatziki sauce

BUILD YOUR OWN



Choose any toppings..... \$15

Pick your size

7 inch
12 inch
14 inch

Pick your crust

Hand-tossed
Thin crust
Stuffed crust
Gluten-free

Pick your cheese

Mozzarella
Ricotta
Parmesan

Pick your protein

Beef
Ham
Pepperoni
Bacon
Chicken
Italian sausage

Pick your vegetables

Black olives
Mushrooms
Onions
Green peppers
Red onions
Spinach

Jalapenos
Pineapple
Chili flakes
Green olives
Arugula
Garlic

RESTAURANT JEREZ

MAIN PLATES



- Chicken Chorizo \$14**
House-made chicken chorizo, potato gnocchi, goat cheese, poblano cream
- Buffalo Chicken Mac & Cheese ..\$18**
Blue cheese crumbles, scallions
- KBBQ Steak & Frites \$24**
Soy chili marinated beef skirt steak, siracha-lime aioli, chile-lime french fries
- Cheeseburger Sliders \$16**
White cheddar, atomic sauce, house pickles, lettuce, hawaiian roll
- Salmon \$23**
Braised potatoes, green sauce, Aleppo chile, charred lemon
- Shrimp Fajitas \$21.50**
Mesquite grilled fajita-style shrimp spiced with signature parrilla spice, served with Mexican butter
- Trio Grilled Fish Tacos \$17**
Corn tortilla stuffed with grilled tilapia, shredded cabbage, pico de gallo, and homemade avocado cream
- Beef Enchiladas \$16**
Ground beef enchiladas with agave queso sauce
- Chicken Tortilla Bowl \$13**
Sauteed pulled chicken, rice, roasted corn, black beans, sauteed peppers, onions and queso fresco, topped with crispy tortilla strips, a lime crema drizzle and pickled avocado escabeche
- Parillada \$47**
Steak, chorizo, beef ribs, chicken breast, pork, quesadillas, banana peppers, onions, and cilantro, served with tortillas and sides
- Disquiada Special (ask for details)**

CHILDREN'S MENU

All children's plates include a free beverage.

- Kids Quesadilla \$7**
- Cheeseburger \$7**
- Mac n Cheese \$7**
- Cheese Pizza \$7**
- Grilled Cheese \$7**
- Chicken Tenders \$7**

DESSERTS

- Brownie a la mode \$8**
- Root Beer Float \$6**
- Dark Chocolate Pudding \$9**
- Orange Creamsicle Pie \$9**
- Cream Cheese Pound Cake Slice \$7**
- Upside down Pineapple Cupcake \$6**

RESTAURANT JEREZ

MULES

Moscow Mule - \$8

Absolut vodka, lime juice, gosling ginger beer

Cranberry Mule - \$8

Absolut mandarin, lime juice, cranberry juice, goslings
ginger beer

Pear Mule - \$8

Absolut pear vodka, lemonade, gosling ginger beer

Mayan Mule - \$8

Hornitos plata, lime juice, gosling ginger beer

Cherry Mule - \$8

Absolut lime, lime juice, cherry juice, gosling
ginger beer

COCKTAILS

Tito's Punch - \$10

Tito's vodka, strawberry puree, lemonade, lemon wheel

White Sangria - \$9

White wine, fruit cordial, lemonade, seltzer

Spiked Root Beer - \$9

Absolut vanilla vodka, baileys, and root beer

Lion's Tail - \$13

Jim beam black bourbon, allspice, and lime

Pink Lady - \$11

Ketel one vodka, apple brandy, grenadine, lemon

Mexican Firing Squad - \$13

Milagro tequila, pomegranate, aromatic bitters, lime

Hurricane - \$12

Bacardi 8 rum, white rum, passionfruit, pineapple, lime

RESTAURANT JEREZ

WHITE & RED WINE

Sauvignon Blanc \$11/\$44

Pinot Grigio \$10/\$40

Chardonnay \$11/\$44

House White \$8

Pinot Noir \$13/\$52

Cabernet Sauvignon \$13/\$52

Red Blend \$15/\$60

House Red \$8

SPARKLING / ROSE

Sparkling \$11/\$44

Rose Still \$11/\$44

Sparkling Rose \$13/\$52

BOTTLES & CANS

Miller Lite - \$5

Schlitz - \$5

Blue Moon - \$6

Coors Light - \$5

Sharp's - \$5

Guinness Stout - \$7

Bud Light - \$5

Miller High Life - \$5

Budweiser - \$5

PBR Tallboy - \$5

Corona - \$6

Heineken - \$6

New Glarus Spotted Cow - \$6

White Claw Black Cherry - \$6

PROJECT

Restaurant Jerez
 828 S. 1st Street
 Milwaukee, WI
 53204

Owner:

Platon Peña
 414-241-5657

PROJECT NO. 2021-88

DATE 10/28/2021

REVISIONS

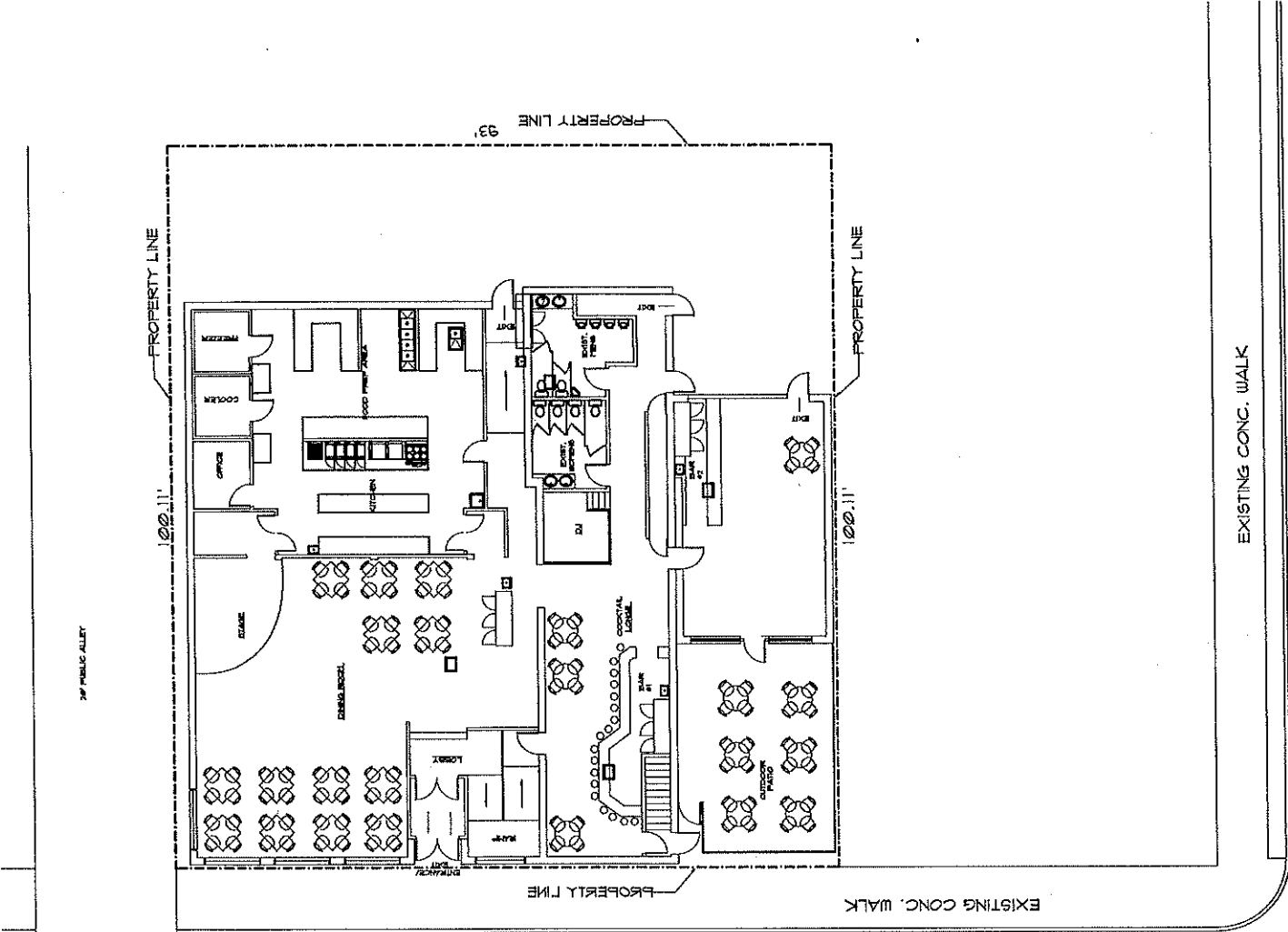
CHECKED BY L.B.

DRAWN BY R.A.

SCALE as noted

SHEET NO. A-1

SHEET TITLE



SOUTH 1ST STREET

EXISTING CONC. WALK

E. WALKER STREET

EXISTING CONC. WALK

1 SITE PLAN
 (A-1) Scale: 1/8" = 1'-0"

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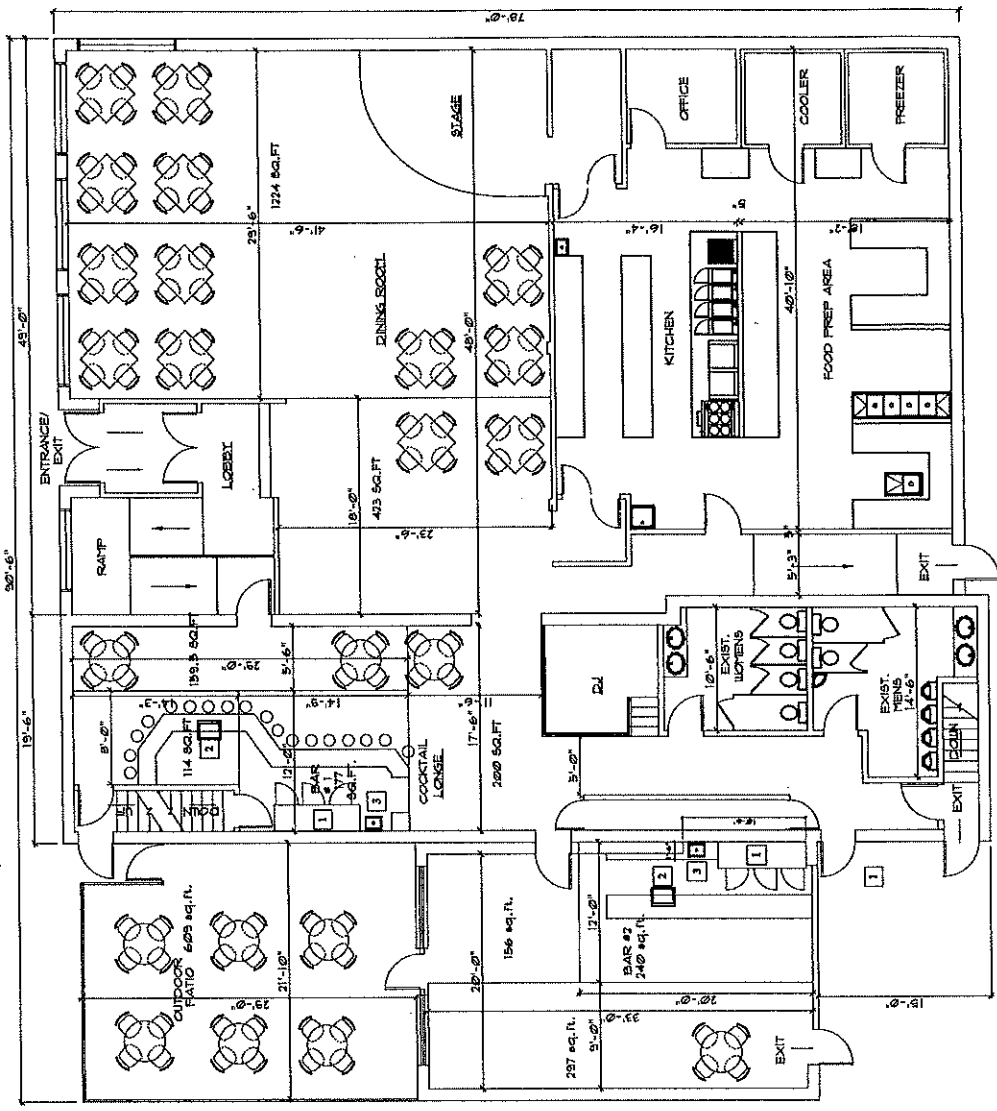
SHEET NO. A-2

SHEET TITLE

BAR EQUIPMENT

1	3 DOOR BAR REF. 6'-2" x 2'-3"
2	ICE BIN
3	HAND SINK

332 S 1st Street / HWOS



E CANTLER STREET

RESTAURANT JEREZ LLC

BAR AREA #1

FIXED SEATING:	8'4" x 3" = 114 sq. ft.
	17'4" x 3" = 177 sq. ft.
	230 sq. ft. / 7 = 41.9 PERSONS
STANDING AREA:	5'-6" x 23" = 95 sq. ft.
	17'-6" x 11'-6" = 200 sq. ft.
	295 sq. ft.
12 SEATS @ 19.50 SQ. FT. PER PERSON = 180 SEATS	
	175 SQ. FT. / 5 = 34
	34 x 12 SEATS = 46 PERSONS

DINING AREA

STANDING AREA:	29'-6" x 41'-6" = 1224 sq. ft.
	18'-23" x 6" = 423 sq. ft.
	1647 sq. ft.
LESS 52 SEATS @ 15 SQ. FT. PER PERSON = 867 SQ. FT. / 5 = 173	
	232 SEATS
	225 PERSONS

OUTDOOR PATIO

28' x 31' = 609 sq. ft.	
24 SEATS @ 15 sq. ft. PER PERSON = 360 sq. ft. / 7 = 34 PERSONS	
	249 sq. ft. / 5 = 49 PERSONS

BAR AREA #2

FIXED SEATING:	12' x 20" = 240 sq. ft. / 7 = 34 PERSONS
STANDING AREA:	33' x 5" = 237 sq. ft.
	12' x 13" = 156 sq. ft.
	453 sq. ft. / 5 = 90 PERSONS

WATER CLOSETS

FEMALES:	4 1'0" x 4'0" = 160 PERSONS
MALES:	2 1'0" x 4'0" = 160 PERSONS

