



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, November 21, 2019

COMMITTEE MEETING NOTICE

AD 14

ROBLES, Juana, Agent  
Bar Corona LLC  
1566 S 22nd St

Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, December 03, 2019 at 10:45 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Jukebox, Karaoke, 5 Amusement Machines, and 1 Pool Table as agent for "Bar Corona LLC" for "Bar Corona" at 3173 S 13th St.

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: \_\_\_\_\_

Jessica Celella

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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 09/23/2019

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 298523**

**Application Date:** 08/28/2019

**License Location:** 3173 S 13<sup>th</sup> St

**Business Name:** Bar Corona

**Licensee/Applicant:** ROBLES, Juana  
(Last Name, First Name, MI)

**Date of Birth:** 07/21/1965

**Home Address:** 1561 S 22<sup>nd</sup> St

**City:** Milwaukee

**State:** WI **Zip Code:** 53204

**Home Phone:**

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

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

1. On 01/02/2004 the applicant was cited in the City of Milwaukee at 1526 S 15<sup>th</sup> St for Building Code Violations.

**Charge:** Building Code Violations

**Finding:** Guilty

**Sentence:** Fined \$230.00

**Date:** 11/26/2014

**Case:** 14067736

Date: 10/04/2019  
Officer: PO Fabian Garcia

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

Name of Premise: Bar Corona LLC  
Address: 3173 S. 13<sup>th</sup> St. Milwaukee, WI 53215  
Phone:

Owner:  
Owner address:  
City State Zip:  
Owner Phone:  
Owner email:

Licensee/Agent: Robles, Juana  
Home Address: 1561 S. 22<sup>nd</sup> Street  
City State Zip: Milwaukee, WI 53204  
Phone: 414-803-9671  
Email:

Preferred contact: Juana Robles

Location currently open:  YES  NO

Projected open date: **Unsure, waiting for approval of licenses**

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

Hours of Operation: Sun: 7AM – 2AM 24 hours Y N  
Mon: 5PM – 2AM  
Tue: 5PM – 2AM  
Wed: 5PM – 2AM  
Thu: 5PM – 2AM  
Fri: 7AM – 2:30AM  
Sat: 7AM – 2:30AM

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

- Alcohol:  Yes  No  
 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 1
  - 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 **N/A**
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No **N/A**
10. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No **N/A**
  - b. Will this lot have cameras?  Yes  No **N/A**
11. Are there areas where a person could conceal themselves  Yes  No
12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
13. Exterior Payphone?  Yes  No
14. Are there No Loitering Signs posted?  Yes  No
15. Are there exterior security cameras  Yes  No How Many:
16. Are the address numbers prominently displayed and easy to see  Yes  No

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: **07 days**
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many: **6**
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot Yes No, How many

**Interior Survey:**

- 25. What is the planned capacity **45**
- 26. What is the minimum number of employees That will be on premise **2**
- 27. Is the storeowner willing to be a standing complainant regarding loitering? Yes No
  - a. If yes have them fill out the standing complaint form and give them two of the commercial signs Yes No
- 28. Is the interior of the location neat and clean? Yes No
- 29. Does an interior camera face the entrance/exit? Yes No
- 30. Is there a lockable area that separates employees from customers? Yes No
- 31. Are emergency and non-emergency numbers posted near the phone? Yes No
- 32. Does the owner know how to contact their police district directly? Yes No
  - a. Did you provide a district contact guide to the owner? Yes No

**Security**

- 33. How many security personnel are going to be employed: **Plan to have at least 2**
- 34. How will they be deployed: Interior 1 Exterior1
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 36. Will the security be managed by business or contracted **Not decided**
- 37. Will they be armed Yes No
- 38. What type of security measures to be used: **Not decided**
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report is written by P.O Fabian GARCIA assigned to District Six, Early Power Shift.

On 10/04/19 at 4:00PM I, along with my squad partner P.O. Michael WARD, conducted a CPTED at Bar Corona located at 3173 S. 13<sup>th</sup> St. This location is a tavern which does not serve food. The current building is owned by Jose G. Lechuga.

I met with Robles, Juana (F/W, 07/21/65) who is applying for a liquor license for the location and will be leasing the tavern space from Mr. Lechuga if granted a license.



I walked throughout the tavern with Juana Robles. I observed a total of six interior cameras and no exterior cameras. Robles stated she will be looking into adding more cameras to the exterior. She also stated the setup of the current tavern would not change and minor updates would be conducted.

Robles stated she has plans for security but is not sure if they will be contracted out or the security will be managed by the business. The business does have an exterior flood light with two lights but one is currently not working. Recommendations discussed were more adequate lighting to the exterior and exterior security cameras.

# Alcohol Concentration for 3173 S 13th Street

City of Milwaukee, Wisconsin



## - Legend -

- Street names 10,000
- City limits
- Freeways 15,000
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets 10,000
- Streets 10,000
- Waterways
- Milwaukee Parcels
- Alcohol licenses
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

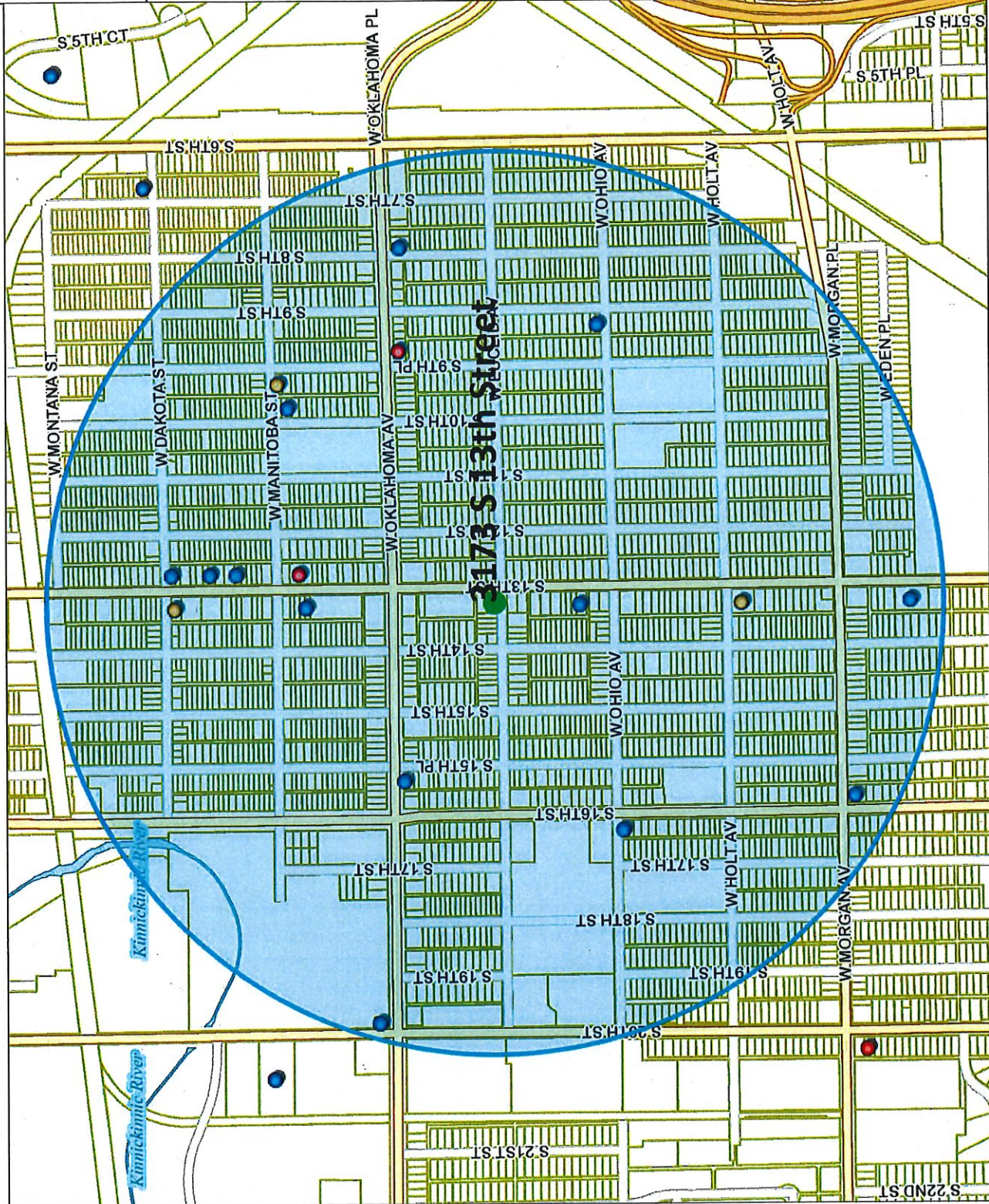


## - Notes -

Alcohol Establishments within a .5 Mile Radius Centered on 3173 S 13th Street as of 08/29/2019



Department of Administration - ITMD



833.3 0 416.67 833.3 Feet

Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin  
 Map Milwaukee: Property Information  
 Disclaimer  
 8/29/2019



Licensed Alcohol Beverage Establishments within a .5 Mile Radius Centered on 3173 S 13th Street as of 08/29/2019						
Legal entity	Trade name	Licensee	License type name	Total capacity	Address	Total
IGG, LLC	Mi Tierra Food Mart	Parminder S Ghotra, Agt	Class A Fermented Malt Beverage Retailer's License		2901 S 13th ST	3
C & R MARKET, LLC	C & R MARKET	LISA J YANKE, Agt	Class A Fermented Malt Beverage Retailer's License		3001 S 9TH PL	2
Gurmehar, LLC	Best Foods	Kanwal B Singh, Agt	Class A Fermented Malt Beverage Retailer's License		3405 S 13th ST	13
MONTE ENTERPRISES LLC	MONTERREY MARKET	ROBERTO MONTEMAYOR, Agt	Class A Malt & Class A Liquor License		3014 S 13TH ST	18
Rajdip Inc	Oklahoma Liquor	Rupen A Patel, Agt	Class A Malt & Class A Liquor License		933 W Oklahoma AV	
P T G, LLC	COOP'S TAVERN	JASON L MOELLER, Agt	Class B Tavern License	73	1577 W MORGAN AV	
Nick's Anvil Inn	Nick's Anvil Inn	Nancy J Tribbey, SP	Class B Tavern License	25	2900 S 13th ST	
BOB-E-LANES, INC	BOB-E-LANES	JAMES R RYDZEWSKI, Agt	Class B Tavern License	51	2932 S 13TH ST	
Karina's Pizza LLC	Karina's Pizza	Gabriela Zapot Mendoza, Agt	Class B Tavern License	28	2952 S 13TH ST	
THE DOCTOR'S INN	THE DOCTOR'S INN	GENE M PEDERSEN, SP	Class B Tavern License	80	3010 S 10TH ST	
JOBIN, INC	B & B TAP	PATRICIA L WESTPHAL, Agt	Class B Tavern License	49	3021 S 13TH ST	
FRITZ'S PUB, INC	FRITZ'S PUB	STEPHEN J DJURIC, Agt	Class B Tavern License	130	3086 S 20TH ST	
JJ STRIPES	JJ STRIPES	JAMES J DORANGRICHIA, SR, SP	Class B Tavern License	55	3101 S 15TH PL	
El Tucanazo Taqueria Y Mariscos Corp	El Tucanazo Taqueria Y Mariscos	FRANCISCO J GONZALEZ, Agt	Class B Tavern License	65	3261 S 13TH ST	
CJ's Sports Bar	CJ's Sports Bar	SUSAN T KASPRZYK, SP	Class B Tavern License	51	3279 S 9TH ST	
GARY J'S PUB	GARY J'S PUB	GARY M JASICKI, SP	Class B Tavern License	25	3303 S 16TH ST	
Emerald City Enterprises LLC	Emerald City Catering and Events	Steve T Ozbolt, Agt	Class B Tavern License		3555 S 13th ST	
El Relajo LLC	El Relajo	JOSE S VIDRIO, Agt	Class B Tavern License	76	733 W Oklahoma AV	
<b>Grand Total</b>						





Thursday, November 21, 2019

## Licenses Committee Notice of Hearing

Jose and Marcela Lechuga  
6005 S 20th St  
Milwaukee, WI 53221

Date: 12/3/2019  
Time: 10:45 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications  
Requesting Jukebox, Karaoke, 5 Amusement Machines, and 1 Pool Table  
ROBLES, Juana, Agent  
Bar Corona at 3173 S 13th St

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Thursday, November 21, 2019



# Notice of Public Hearing

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ROBLES, Juana, Agent

Bar Corona at 3173 S 13th St

Class B Tavern and Public Entertainment Premises License Applications Requesting Jukebox,  
Karaoke, 5 Amusement Machines, and 1 Pool Table

**Tuesday, December 03, 2019 at 10:45 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 12/3/2019 at 10:45 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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## **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	3164 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 11	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 14	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3219 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3214 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1331A W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1330 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3160 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3159 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 8	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 20	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 5	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 15	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3142A S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3142 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1401 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3211 S 13TH ST A	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3206 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1229 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3202 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1316A W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1316 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3161 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 10	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3151A S 12TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3222A S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1337 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1317 W EUCLID AVE 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1317 W EUCLID AVE 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3207 S 12TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3203 S 12TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3171 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1336A W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1326 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 12	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 9	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 19	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3148 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3150 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1335 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1331 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1317 W EUCLID AVE 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3203 S 13TH ST 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1208 W EUCLID AVE	MILWAUKEE, WI 53215



CURRENT OCCUPANT	3160A S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 18	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3151 S 12TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3138 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3136A S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3136 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3224 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3220 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3203 S 13TH ST 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3203 S 13TH ST 4	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1336 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1212 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3161A S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 6	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 16	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3148 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3203 S 13TH ST 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1206 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 3	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 17	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3154 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3148A S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3222 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3220 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3211 S 13TH ST C	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1322A W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3173 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1214 W EUCLID AVE	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3169 S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 2	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 13	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3156 S 13TH ST 7	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3155 S 12TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3224A S 13TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3201 S 14TH ST	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1317 W EUCLID AVE 1	MILWAUKEE, WI 53215
CURRENT OCCUPANT	3211 S 13TH ST B	MILWAUKEE, WI 53215
CURRENT OCCUPANT	1322 W EUCLID AVE	MILWAUKEE, WI 53215

Total Records: 84

Radius: 250.0 feet and Center of Circle: 3173 S 13th St



**BUSINESS LICENSE PLAN OF OPERATION**

ccl-busplan 3/15/18

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) Tavern

Provide a detailed description of the type of business you plan on operating:

BAR / TAVERN

Do you have any experience operating this type of business?  No  Yes If yes, explain: Bar Management for 10 years

**2. Business Operations**

- a. Proposed Opening Date: 09-15-19
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: \_\_\_\_\_
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- 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: 3 Locations: 1 each Restroom 1 Bar Area  
Outside: 1 Locations: Rear Bldg
- 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 ; If yes, how many? 0 and describe the parking security plan: Along 13th Street And Euclid
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1 and answer the following:  
 What are their responsibilities? Enforced Age Restriction  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials State Licensed
- d. Will there be security cameras?  No  Yes If yes, how many? 3 and list locations: interior ①  
And exterior ②
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe Pat down

**6. Percentage of Sales (must total 100%)**

Alcohol <u>100</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	_____ %	_____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % 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 \_\_\_\_\_ (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):  
 1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop  
 Other: Describe: \_\_\_\_\_
- b. Describe Location:  Major Thoroughfare  Secondary Street  Other: South 13<sup>th</sup> STREET
- c. Nearest Major Cross Street: Euclid
- 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 and Marcela Lechuga Phone Number: 414-460-6745  
 Business Owner Address: 6005 S. 20<sup>th</sup> ST - Milwaukee WI 53221

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

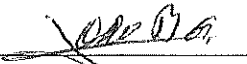
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	6:00 AM	2:00 AM	10-40	30+up	21
Monday	5:00 PM	2:00 AM	10-30	30+up	21
Tuesday	5:00 PM	2:00 AM	10-30	30+up	21
Wednesday	5:00 PM	2:00 AM	10-30	30+up	21
Thursday	5:00 PM	2:00 AM	10-30	30+up	21
Friday	6:00 AM	2:30 AM	10-40	30+up	21
Saturday	6:00 AM	2:30 AM	10-40	30+up	21

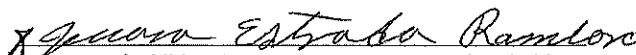
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

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

## 11. Signature(s)

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

  
 Signature of additional partner or 20% or more shareholder

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



## ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: <u>BAR CORONA LLC</u>
Premise Address: <u>3173 S. 13th STREET - MILWAUKEE WI 53204</u>
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>
Is the building within 300 feet of any church, school, daycare center or hospital? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
<b>"Service Bar Only" Designation</b>
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.
<b>Business Information</b>
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: _____
<b>Proof of Ownership, Lease, or Offer to Purchase (New &amp; Transfer Applicants Only)</b>
Submit proof of ownership, lease, or offer to purchase the building with this application. A lease or offer to purchase must: a) Be in the same legal entity name as that apply for the license b) Reflect the same address as the premises address on this application c) Reflect current dates and d) Be signed by the lessor/seller and lessee/buyer
<b>Property Information (New &amp; Transfer Applicants Only)</b>
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>Bldg owner</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>7500.00</u>
e) Total amount paid for goodwill of the business    \$ <u>7500.00</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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes

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

### Lease Information (New & Transfer Applicants who are leasing the premises only)

- a) Date lease begins 09-01-2019 Ends 09-30-2022
- b) Monthly rental \$ 1200.00
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 3
- 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:

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu





# 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](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

**PREMISES ADDRESS:** 3173 S. 13<sup>th</sup> STREET - MILWAUKEE WI 53204

**TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)**

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input checked="" type="checkbox"/> Pool Tables How many? <u>1</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 type="checkbox"/> Patrons Dancing	<input checked="" type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

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

**PROMOTERS/SOUND AMPLIFICATION**

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

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

**LEGAL CAPACITY OF PREMISES**

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

**ACKNOWLEDGEMENT/SIGNATURE**

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

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



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

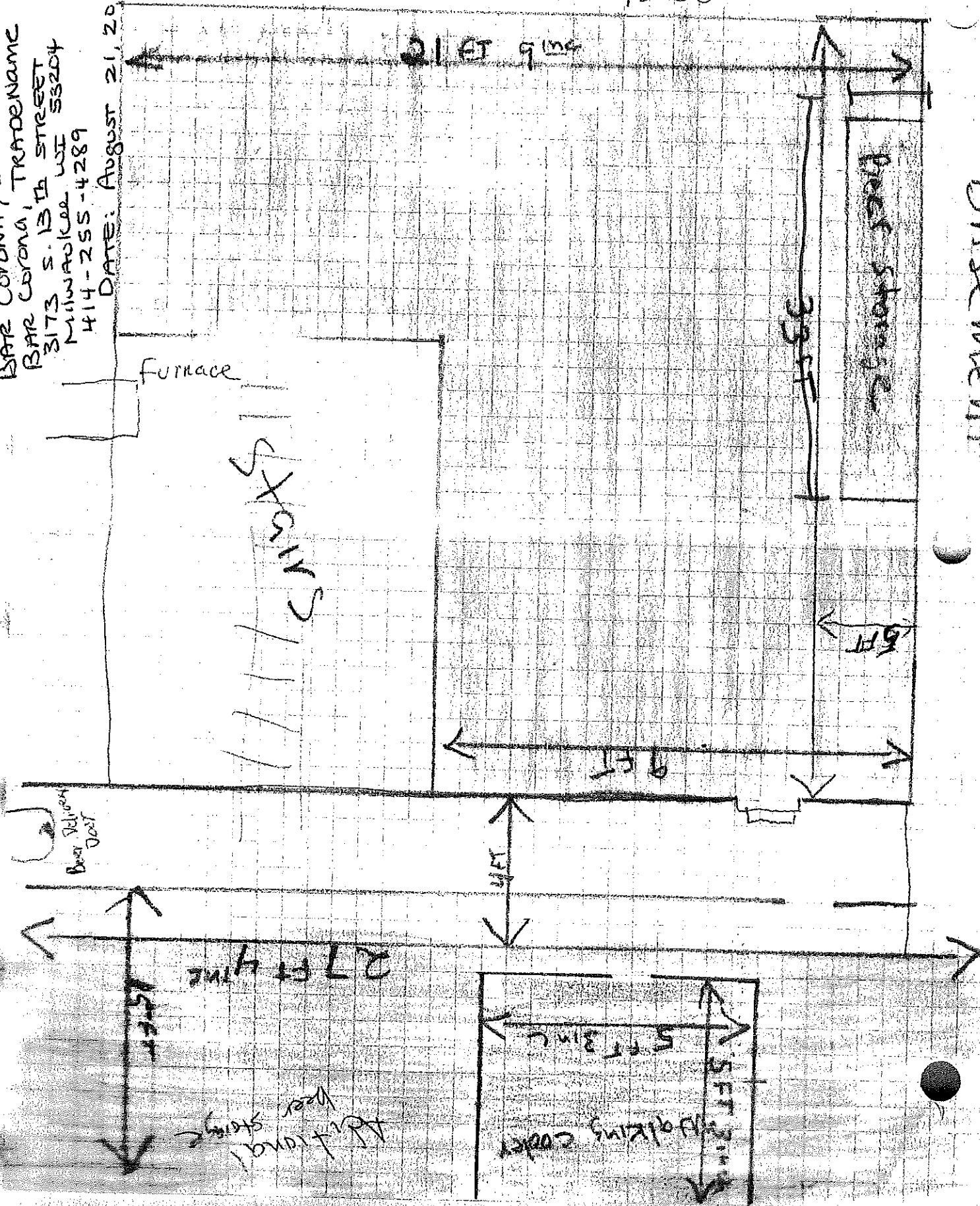
Office Use Only  
Initials: MS Filed: 8-28-2014 App: 298525  
Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)

Total square footage  
1200

Juana Estada Romero, member/Agent  
BATE CORONA, LLC  
BATE CORONA, TRADENAME  
3173 S. 13th STREET  
MILWAUKEE WI 53204  
414-255-4289

DATE: August 21, 2019

BASEMENT



furnace

CHAIR

5 FT

9 FT

4 FT

27 FT 4 IN

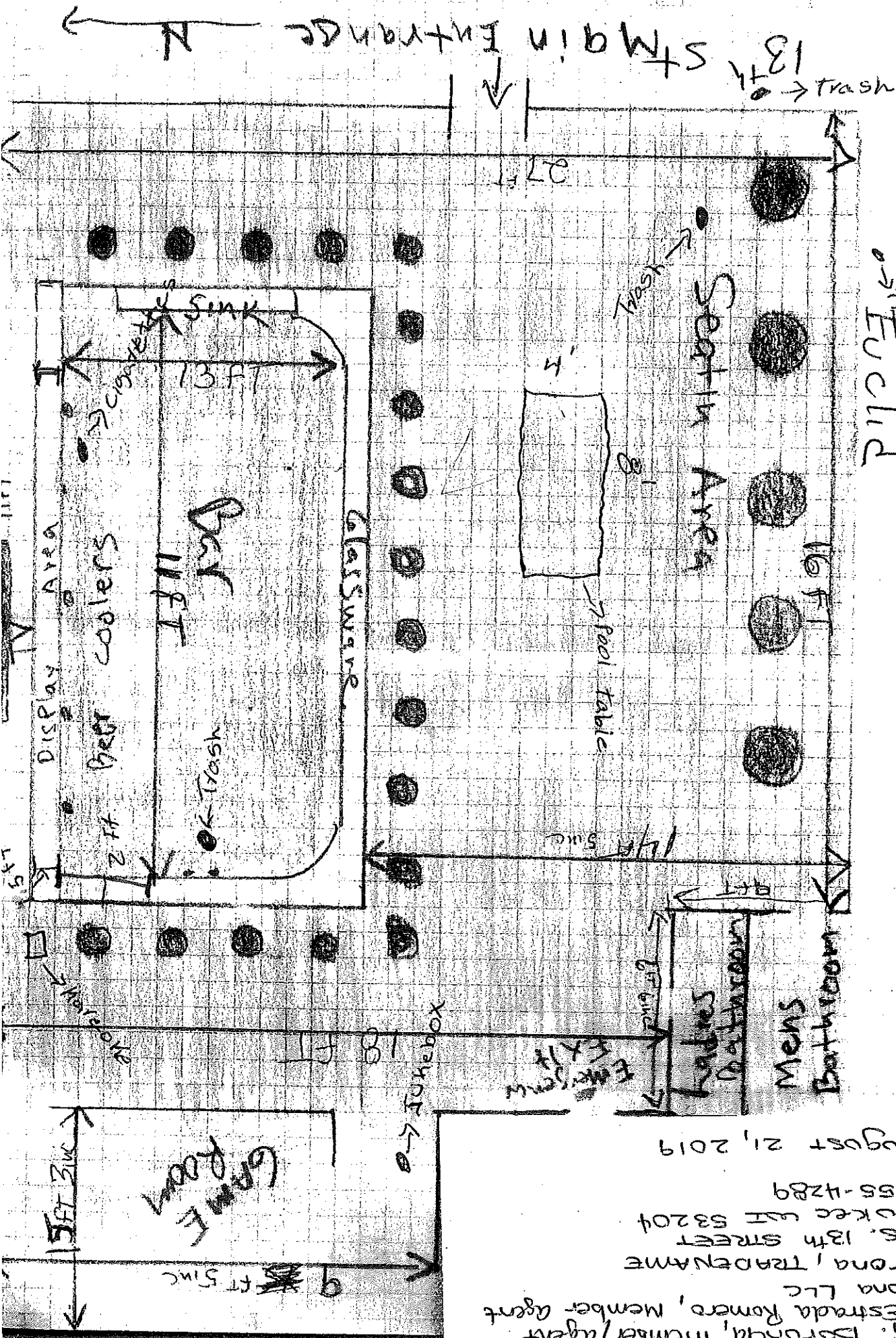
15 FT

BEER STORAGE

WORKING CODES

POST STORAGE

Jose G. Borunda, member/agent  
 Juana Estrada Romero, member-agent  
 Bar Corona LLC  
 Bar Corona, TRADENAME  
 3173 S. 13th STREET  
 Milwaukee WI 53204  
 414-255-4289  
 DATE: August 21, 2019



Total square FT  
 750 sq ft  
 - 50 sq ft  
 = 700 sq ft  
 - 50 sq ft  
 = 650 sq ft  
 - 50 sq ft  
 = 600 sq ft  
 - 50 sq ft  
 = 550 sq ft  
 - 50 sq ft  
 = 500 sq ft  
 - 50 sq ft  
 = 450 sq ft  
 - 50 sq ft  
 = 400 sq ft  
 - 50 sq ft  
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 = 250 sq ft  
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