



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

Wednesday, September 01, 2021

**COMMITTEE MEETING NOTICE**


AD 14

OTALLAH, Marwan, Agent  
Yum LLC  
2301 S Howell Av

Milwaukee, WI 53207

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

**Monday, September 20, 2021 at 10:05 AM**

**Regarding:** Your Class B Tavern-Service Bar Only and  Permanent Extension of Premises License Applications Adding Patio to Westside as agent for "Yum LLC" for "Gordo Burger" at 2301 S Howell Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/733111181>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 733-111-181.

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, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

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](mailto:License@milwaukee.gov)



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**Monday, September 20, 2021 at 10:05 AM**

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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, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

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](mailto:License@milwaukee.gov)

Date: 07-30-2021  
Officer: Michael Ward

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

Name of Premise: Gordo Burger  
Address: 2301 S. Howell Ave.  
Phone: 414-885-1118

Owner: Marwan Otallah  
Owner address: 3929 S. Howell Ave.  
City State Zip: Milwaukee, WI 53207  
Owner Phone: 414-688-6520  
Owner email: Gordoburgerbv@gmail.com

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

Preferred contact:

Location currently open:  YES  NO

Projected open date:

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

Hours of Operation: Sun: 11am-10pm 24 hours Y N  
Mon: 11am-10pm  
Tue: 11am-10pm  
Wed: 11am-10pm  
Thu: 11am-10pm  
Fri: 11am-12am  
Sat: 11am-12am

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

Alcohol:  Yes  No Class: #:  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #: **FREST 0015503**  
 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 Bars/Restaurants - Multiple
  - 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 **NO LOT**
8. Off-Street parking  Yes  No
9. Is the parking lot well lit?  Yes  No **NO LOT**
10. Valet Parking  Yes  No **NO LOT**
  - 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 **-WILL ADD**
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: **2 weeks**
21. Are there exterior cameras  Yes  No How many: **3**
22. Are there interior cameras  Yes  No How many: **3**

23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No –

**Just Managers**

24. Cameras located in parking lot  Yes  No How many **NO LOT**

**Interior Survey:**

25. What is the planned capacity **49**

26. What is the minimum number of employees That will be on premise **3**

27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No

a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No

28. Is the interior of the location neat and clean?  Yes  No

29. Does an interior camera face the entrance/exit?  Yes  No

30. 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: **NO SECURITY**

34. How will they be deployed: Interior Exterior

35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun

36. Will the security be managed by business  or contracted

37. Will they be armed  Yes  No

38. What type of security measures to be used:

Wanding/metal detector

ID Scanner

Dress Code

Cover Charge

Age restriction

Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report is written by Police Officer Michael Ward, assigned to District 6, Community Liaison Office. On this day I was assigned to Squad 6264, with Partner Police officer Fabian Garcia.

The location is currently a restaurant that has been open since the beginning of 2021. They would like to add alcoholic beverages to the selection of drinks they offer.

It should be noted that MPD has never had to respond to the location for any Calls for Service since Gordo Burger has opened.

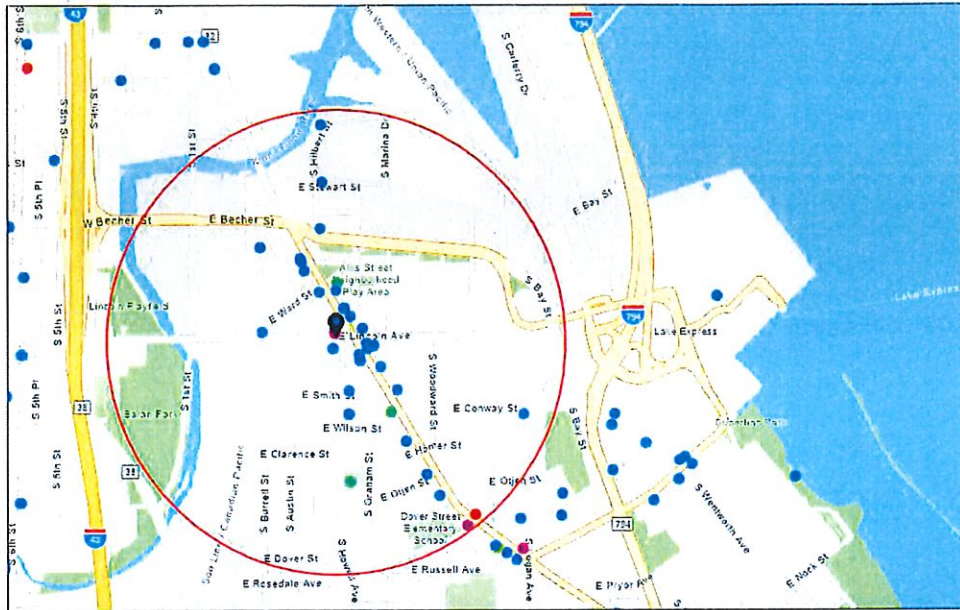
This concludes my additional notes.

 **City of Milwaukee** Concentration Map

### 2301 S Howell Av

Area : 21,862,585.64 ft<sup>2</sup>

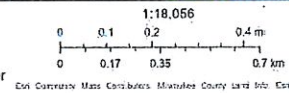
Jul 23 2021 15:51:42 Central Daylight Time



- Alcohol Licenses**
- Class A Intoxicating Liquor
  - Class A Fermented Malt Beverage
  - Class B Fermented Malt Beverage
  - Class B Tavern
  - Class C Wine Retailer

● Class A Liquor and Malt

● Class B Tavern



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	42		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MAPLE LEAF ENTERPRISE S, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	441 E LINCOLN AV	Class B Tavern License	160	7/29/2021, 7:00 PM	1
2	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		7/29/2021, 7:00 PM	1
3	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2021, 7:00 PM	1
4	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNI C AV	Class B Tavern License	80	7/26/2021, 7:00 PM	1
5	KRS Hospitality Group LLC	Makk N Cheese	Marcos A Ramos-Garcia, Agt	2242 S Kinnickinnic AV	Class B Tavern License	60	8/9/2021, 7:00 PM	1
6	PKNJ, LLC	Sorella	Kyle C Toner, Agt	2535 S Kinnickinnic AV	Class B Tavern License		8/16/2021, 7:00 PM	1
7	SEIGEL LIQUOR, INC	SIEGEL LIQUOR	AMARJIT S VIRK, Agt	2632 S KINNICKINNI C AV	Class A Malt & Class A Liquor License		9/23/2021, 7:00 PM	1
8	Rap Us Corp	Cafe India - Bar & Grill	RAKESH REHAN, Agt	2201 S Kinnickinnic AV	Class B Tavern License		9/14/2021, 7:00 PM	1
9	Vine Society LLC	Voyager Wine & Cocktail Bar	JORDAN A BURICH, Agt	422 E Lincoln AV	Class B Tavern License	49	10/17/2021, 7:00 PM	1
10	Revel Group Inc	Revel	Joseph W Gill, Agt	2246 S Kinnickinnic AV	Class B Tavern License	80	9/20/2021, 7:00 PM	1
11	RED BRICK - BAYVIEW LLC	RED BRICK Pizza Kitchen Cafe	Jason M Vermeulen, Agt	2202 S KINNICKINNI C AV	Class C Wine Retailer's License		9/20/2021, 7:00 PM	1
12	RED BRICK - BAYVIEW LLC	RED BRICK Pizza Kitchen Cafe	Jason M Vermeulen, Agt	2202 S KINNICKINNI C AV	Class B Fermented Malt Beverage Retailer's License		9/20/2021, 7:00 PM	1
13	RSVR LLC	RSVR	Reid C Spiering, Agt	2210 S KINNICKINNI C AV	Class B Tavern License		10/10/2021, 7:00 PM	1
14	BABY BOOMERS	BABY BOOMERS	WENDELL E BENNETT, SP	182 E LINCOLN AV	Class B Tavern License	80	11/4/2021, 7:00 PM	1
15	AA Entertainment, LLC	The Backyard	Sam J Leaf, Agt	2155 S KINNICKINNI C AV	Class B Tavern License	160	10/11/2021, 7:00 PM	1
16	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		12/14/2021, 6:00 PM	1
17	Sabor Tropical LLC	Sabor Tropical Latin Inspired Kitchen & Lounge	Carmen Munoz, Agt	2258 S KINNICKINNI C AV	Class B Tavern License		10/23/2021, 7:00 PM	1

18	ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Joseph A Laska, Agt	2530 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		12/30/2021, 6:00 PM	1
19	WHEEL & SPROCKET, INC	Wheel & Sprocket	Noel C Kegel, Agt	187 E BECHER ST	Class B Tavern License		12/20/2021, 6:00 PM	1
20	GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	2394 S Kinnickinnic AV	Class B Tavern License	99	2/2/2022, 6:00 PM	1
21	Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	2376-78 S Howell AV	Class B Tavern License	80	1/20/2022, 6:00 PM	1
22	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	2352-54 S Kinnickinnic AV	Class B Tavern License	80	2/26/2022, 6:00 PM	1
23	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2022, 6:00 PM	1
24	NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	2335 S KINNICKINNIC AV	Class B Tavern License	99	2/25/2022, 6:00 PM	1
25	Homerun Holdings LLC	Santino's Social Club	Gregory L Huber, Agt	352 E Stewart ST	Class B Tavern License		3/1/2022, 6:00 PM	1
26	Caviche, Inc.	C-Viche	KARLOS J SORIANO, Agt	2165 S Kinnickinnic AV	Class B Tavern License		3/21/2022, 7:00 PM	1
27	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNIC AV	Class C Wine Retailer's License		3/22/2022, 7:00 PM	1
28	Lion's Tooth, LLC	Lion's Tooth	Michelle M McClone-Carriere, Agt	2421 S KINNICKINNIC AV	Class B Fermented Malt Beverage Retailer's License		3/22/2022, 7:00 PM	1
29	CIAO CUCINA, LLC	CAFE LULU	SARAH F JONAS, Agt	2261-65 S Howell AV	Class B Tavern License	189	4/8/2022, 7:00 PM	1
30	BAY STREET PUB, LLC	BAY STREET PUB	MARK R PASCHAL, Agt	338 E BAY ST	Class B Tavern License	70	4/13/2022, 7:00 PM	1
31	LANDLUBBERS, INC	BARNACLE BUD'S	GENE M MC KIERNAN, Agt	1955 S HILBERT ST	Class B Tavern License	50	3/14/2022, 7:00 PM	1
32	HONEYPIE CAFE, INC.	HoneyPie	VALÉRI A LUCKS, Agt	2569 S KINNICKINNIC AV	Class B Tavern License		4/28/2022, 7:00 PM	1
33	FRANK'S NEWPORT, LLC	THE NEWPORT LOUNGE	FRANCIS C CREED, Agt	939 E CONWAY ST	Class B Tavern License	80	5/18/2022, 7:00 PM	1
34	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Fermented Malt Beverage Retailer's License		6/17/2022, 7:00 PM	1
35	Lost Whale Enterprises LLC	Lost Whale	Richard W Duval, Agt	2151 S KINNICKINNIC AV	Class B Tavern License		6/18/2022, 7:00 PM	1

36	DRI 5 BAYVIEW LLC	Centraal Grand Cafe & Tappery	ERIC G WAGNER, Agt	2306 S KINNICKINNI C AV	Class B Tavern License	261	6/29/2022, 7:00 PM	1
37	MPR CORPORATIO N	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Retailer's Intoxicating Liquor License		6/17/2022, 7:00 PM	1
38	MAPLE LEAF ENTERPRISE S, LLC	SUGAR MAPLE	ADRIENNE M PIERLUISSI, Agt	441 E LINCOLN AV	Class B Tavern License	160	7/29/2022, 7:00 PM	1
39	Tota's LLC	Riviera Maya	FRANCISCO ARAIZA- QUINTANA, Agt	2321&2327 S Kinnickinnic AV	Class B Tavern License	90	7/5/2022, 7:00 PM	1
40	Nonfiction LLC	Nonfiction Wine Company	Bradley A Kruse, Agt	800 E Potter AV	Class A Retailer's Intoxicating Liquor License		6/13/2022, 7:00 PM	1
41	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		7/29/2022, 7:00 PM	1
42	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2022, 7:00 PM	1

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



Wednesday, September 01, 2021

## Licenses Committee Notice of Hearing

PARSHOTAM SINGH  
10771 S RICHARD Rd  
OAK CREEK, WI 53154

The Licenses Committee will consider the following license application:

Class B Tavern-Service Bar Only and Food Permanent Extension of Premises  
License Applications Adding Patio to Westside  
OTALLAH, Marwan, Agent  
Gordo Burger at 2301 S Howell Av

Date: 9/20/2021

Time: 10:05 AM

Location: The hearing before the Licenses Committee will take place virtually on Monday, September 20, 2021. 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, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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

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.



Wednesday, September 01, 2021



# Notice of Public Hearing

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notice

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OTALLAH, Marwan, Agent  
Gordo Burger at 2301 S Howell Av  
Class B Tavern-Service Bar Only and Food Permanent Extension of Premises License  
Applications Adding Patio to Westside

**Monday, September 20, 2021 at 10:05 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 virtually on 9/20/2021 at 10:05 AM. 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, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

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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 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	2235 S ROBINSON AVE	MILWAUKEE, WI 53207-1337
CURRENT OCCUPANT	2235A S ROBINSON AVE	MILWAUKEE, WI 53207-1337
CURRENT OCCUPANT	2236 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2240 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2242 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2245 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2246 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2247 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2255 S ALLIS ST, A	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, B	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, C	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, D	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST, E	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2257A S HOWELL AVE	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2258 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2260 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2262 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2263 S HOWELL AVE, 1	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 2	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 3	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 4	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE, 5	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2264 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2266 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2268 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2268 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2270 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2272 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2274 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2303 S HOWELL AVE	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2305A S HOWELL AVE	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2307 S HOWELL AVE	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2315 S HOWELL AVE	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2315A S HOWELL AVE	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2315B S HOWELL AVE	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2318 S AUSTIN ST	MILWAUKEE, WI 53207-1514
CURRENT OCCUPANT	2323 S KINNICKINNIC AVE, 1	MILWAUKEE, WI 53207-1600
CURRENT OCCUPANT	2323 S KINNICKINNIC AVE, 2	MILWAUKEE, WI 53207-1600
CURRENT OCCUPANT	2323 S KINNICKINNIC AVE, 3	MILWAUKEE, WI 53207-1600
CURRENT OCCUPANT	2323 S KINNICKINNIC AVE, 4	MILWAUKEE, WI 53207-1600
CURRENT OCCUPANT	2324 S AUSTIN ST	MILWAUKEE, WI 53207-1514
CURRENT OCCUPANT	2324A S AUSTIN ST	MILWAUKEE, WI 53207-1514
CURRENT OCCUPANT	2325 S HOWELL AVE, 1001	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2325 S HOWELL AVE, 1002	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2325 S HOWELL AVE, 1003	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2325 S HOWELL AVE, 1004	MILWAUKEE, WI 53207-1601









CURRENT OCCUPANT	2345 S HOWELL AVE, 308	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2345 S HOWELL AVE, 309	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2345 S HOWELL AVE, 310	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2345 S HOWELL AVE, 311	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2345 S HOWELL AVE, 312	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	2345 S HOWELL AVE, 314	MILWAUKEE, WI 53207-1601
CURRENT OCCUPANT	320 E LINCOLN AVE	MILWAUKEE, WI 53207-1569
CURRENT OCCUPANT	321 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	321A E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	322 E LINCOLN AVE	MILWAUKEE, WI 53207-1569
CURRENT OCCUPANT	325 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	326 E LINCOLN AVE	MILWAUKEE, WI 53207-1569
CURRENT OCCUPANT	329 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	329A E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	329B E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	330 E LINCOLN AVE	MILWAUKEE, WI 53207-1569
CURRENT OCCUPANT	331 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	333 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	335 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	337 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	339 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	341 E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	341A E LINCOLN AVE	MILWAUKEE, WI 53207-1512
CURRENT OCCUPANT	344 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	347 E LINCOLN AVE, 1	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 2	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 3	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 4	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 5	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 6	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 7	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	347 E LINCOLN AVE, 8	MILWAUKEE, WI 53207-1550
CURRENT OCCUPANT	348 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	352 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	352A E LINCOLN AVE	MILWAUKEE, WI 53207-1549
blank	notice	

Total Records: 222

Radius: 250.0 feet and Center of Circle: 2301 S Howell Ave



# 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](mailto: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

Do you have any experience operating this type of business?  No  Yes If yes, explain: I have been working in the business for years

## 2. Business Operations

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

## 3. Litter & Noise

- a. How are grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: \_\_\_\_\_
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: \_\_\_\_\_
- c. Grounds cleaned by:  Licensee  Building Owner  Employees  Hired Maintenance  Other: \_\_\_\_\_
- d. How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  
 Signs Posted  Other: \_\_\_\_\_
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 2 Locations: Next the cashregister, rear of the store  
Outside: 1 Locations: By the entrance
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: Johson Disposal commercial rubbish

## 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? 4 and list locations: around the restaurant inside and outside
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>35</u> %	Food <u>65</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ %
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		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: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

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

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

- Occupancy Permit  Cigarette & Tobacco  Gas Station  Extended Hours  Class "B" Tavern  Weights & Measures
- Secondhand Dealer  Precious Metal & Gem  Other: \_\_\_\_\_

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

Capacity \_\_\_\_\_ (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: \_\_\_\_\_

c. Nearest Major Cross Street: Howell & Lincoln

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: JESSIE Phone Number: 4149750908

Building Owner Address: 2301 S HOWELL AVE. MILWAUKEE, WI 53207

## 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	11:00 AM	11:59 PM	25 30		
Monday	11:00 AM		= 30		
Tuesday	closed		= 30		
Wednesday	11:00 AM		= 30		
Thursday	11:00 AM		= 30		
Friday	11:00 AM		= 50		
Saturday	11:00 AM		40 50		

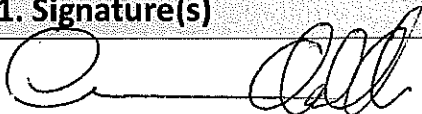
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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)

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: Yum LLC DBA Gordo Burger

Premise Address: 2301 S. Howell Ave

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

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

### "Service Bar Only" Designation

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

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

### Business Information

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

If yes, list their name and address: \_\_\_\_\_

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

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

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

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

If yes, explain: \_\_\_\_\_

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

No  Yes If yes, list name and address: \_\_\_\_\_

### Property Information (New & Transfer Applicants Only)

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

b) Who owns the fixtures (for example, coolers, etc.)? MARWAN Ofallah M.A.

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

d) Total amount paid for business \$ NA

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

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 12-1-20 Ends 12-1-25

b) Monthly rental \$ 2,000

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 year

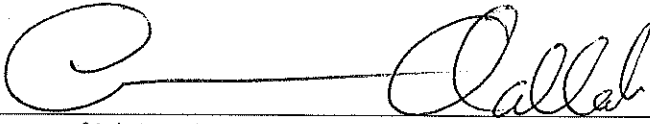
**Lease Information (Continued)**

- 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 INSURANCE, ELECTRIC, MAINTENANCE & EQUIPMENT, WATER & SEWER
- 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**



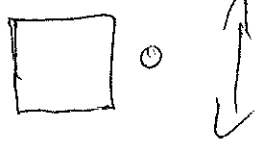
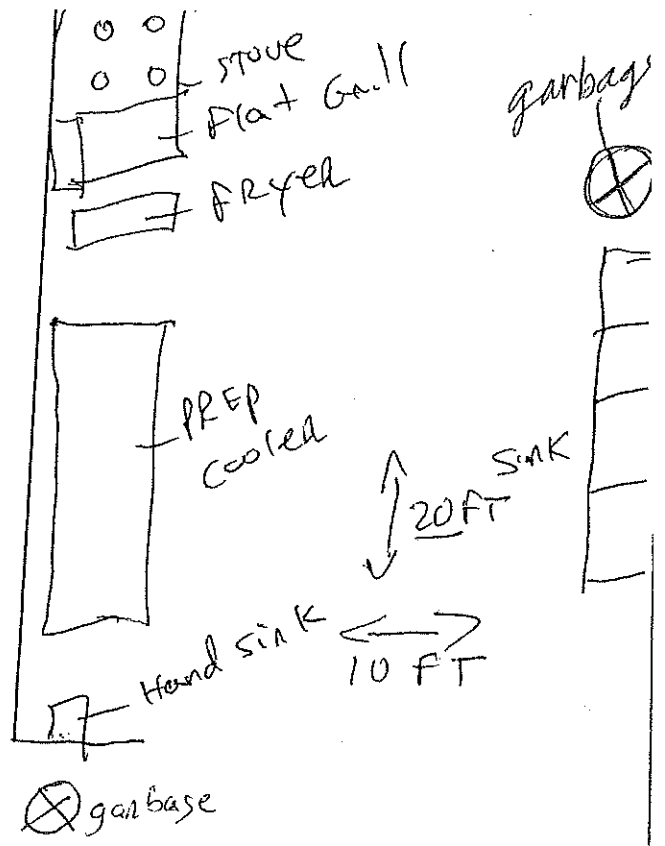
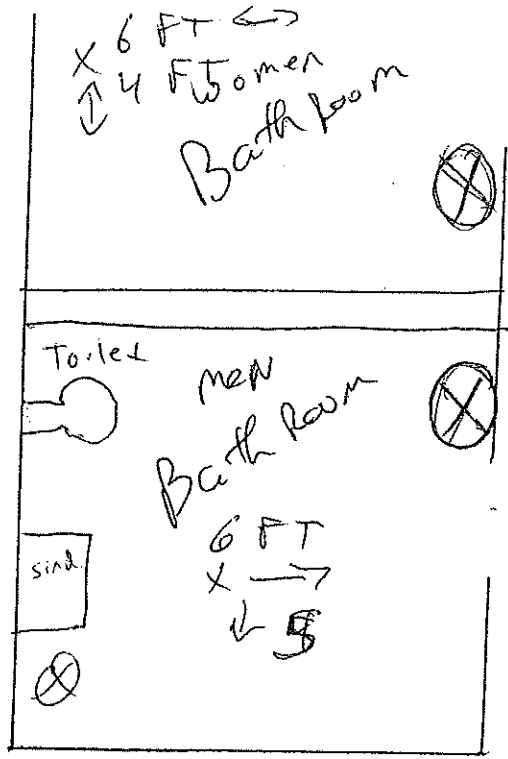
Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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:**

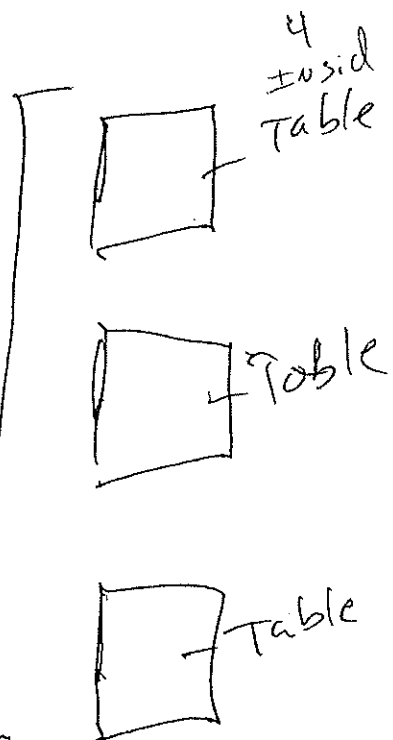
- Detailed floor plan
- If a restaurant, copy of the menu

5x3 Outside Dumpster  
 exit ↑



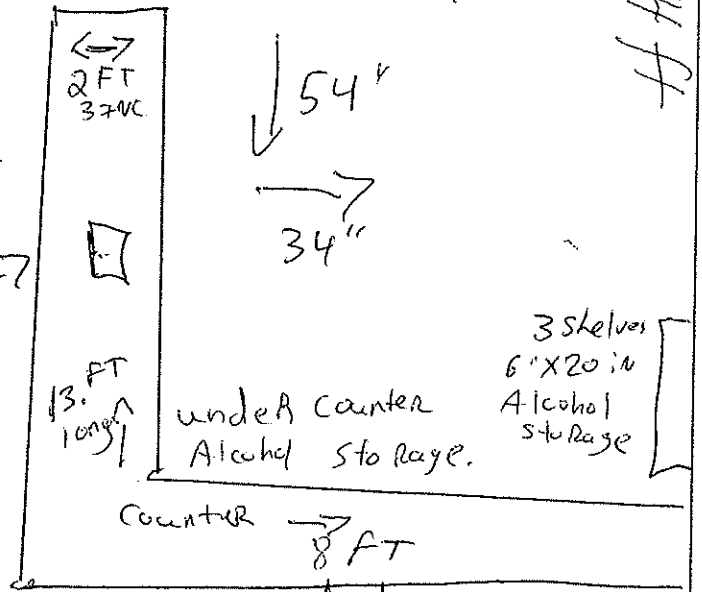
1,800 Sq-feet

54 ft



Dining Area 34 FT

order Here →



← 21 FT →

pick up Here

Stalls

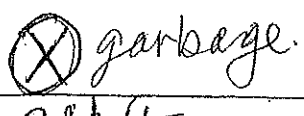
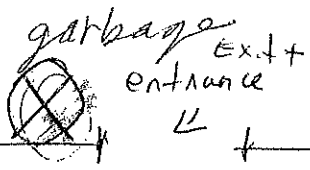
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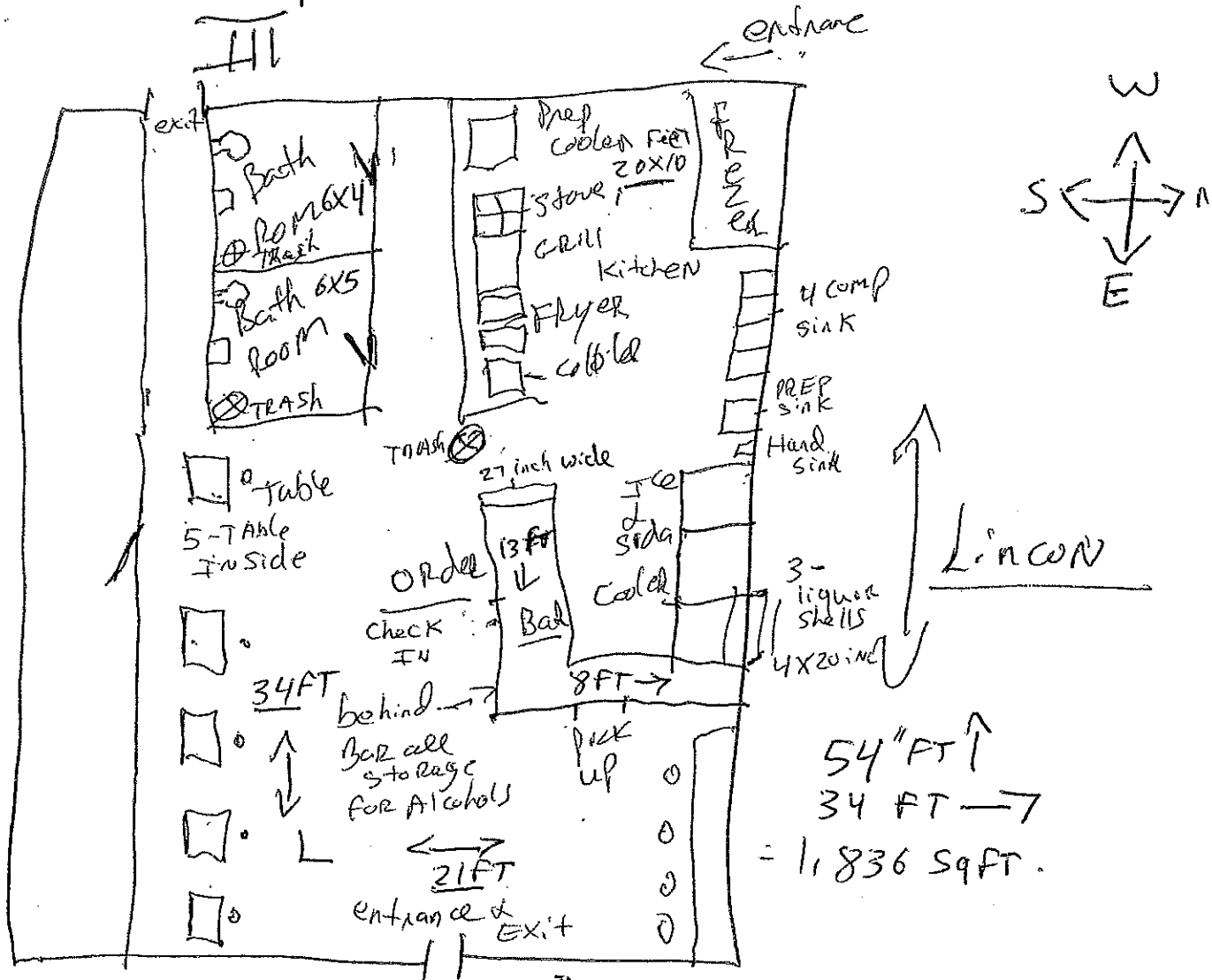
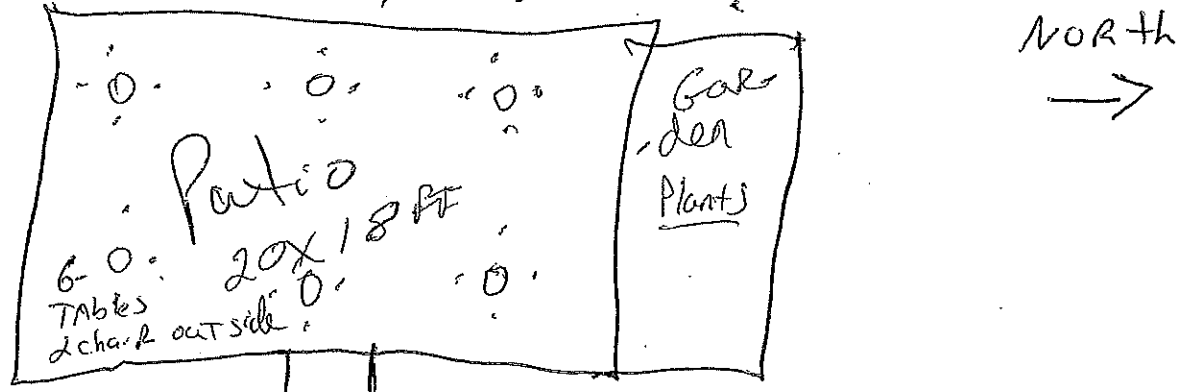
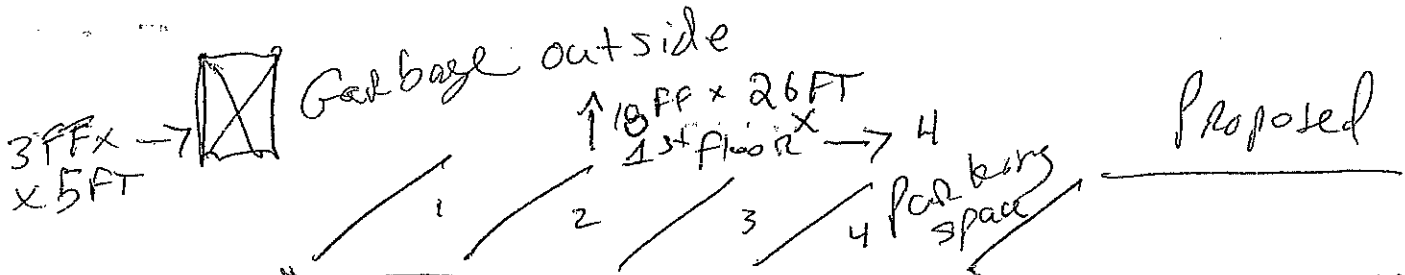
Otallah, Marwan, Agent  
 Yum LLC DBA Milwaukee classic Pizza

Gordo Burger  
 2301 S Howell Ave.  
 Milwaukee, WI 53207  
 11.5/217









OTALLA MARWAN - Agent  
Yum LLC, DBA Gordo Burger  
2301 S. Howell Ave  
Mil, WI 53207

7/7/21

← →  
Howell Ave

→  
NORTH