

## CITY OF MILWAUKEE OFFICE OF THE CITY CLERK

Wednesday, August 20, 2025

#### COMMITTEE MEETING NOTICE

**AD 08** 

**RAUL VARELA-RODRIGUEZ** 

3524 W GREENFIELD AV Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

#### Friday, September 05, 2025 at 09:15 AM

The access code is https://meet.goto.com/244535133. Please see the enclosed best practices document for further instructions.

Regarding:

Your Class B Tavern and Public Entertainment Premises Licenses Renewal Application for "Celebrity's Hall El Patio Lounge" at 1329 S 35th St.

There is a possibility that your application may be denied for one or more of following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. It is the intention of the Common Council to suspend or non-renew the licenses if objectors provide testimony related to the factors enumerated in MCO 85-4-4 that the Common Council finds to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence and/or police reports are found to be true by a preponderance of the evidence. The police reports and other attached documents relating to objections to t

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY:

Jim Cooney

License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

#### Collins, Rolanda

From:

Milano, Marissa

Sent:

Tuesday, May 13, 2025 3:03 PM

To:

Collins, Rolanda

Subject:

FW: Complaint

Follow Up Flag:

Follow up

Flag Status:

Flagged

Please use this one instead

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

From: License

Sent: Tuesday, May 13, 2025 3:01 PM

To: Velasquez, Guadalupe <gvelas@milwaukee.gov>

Cc: Cooney, Jim < Jim.Cooney@milwaukee.gov>; Lopez, Faviola < Faviola.Martin@milwaukee.gov>

Subject: FW: Complaint

Good afternoon Sgt,

Please see below regarding a potential unlicensed tavern @ 1329 S 35th—I know Health and DNS are looking into on their end, but wanted to forward due to the unlicensed tavern aspect.

Best,

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

From: Avila, Norma < NAVILA@milwaukee.gov>

Sent: Tuesday, May 13, 2025 1:35 PM

To: License <LICENSE@milwaukee.gov>; Dorn, Erin E - DOR <Erin.Dorn@wisconsin.gov>

Subject: RE: Complaint

Yes, they are operating as a tavern with a food park in their patio.

Best,

Norma Avila
Program Assistant
Consumer Environmental Health Division
City of Milwaukee Health Department
841 N Broadway, Rm. 304
Milwaukee WI 53202
Office (414) 286-3674
Fax (414) 286-5164
navila@milwaukee.gov
milwaukee.gov/health | Facebook | Twitter | Instagram



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NOTICE: This e-mail and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this e-mail in error, please notify the sender; delete the e-mail; and do not use, disclose, or store the information it contains. This communication and any attachment(s) may include information that is protected from disclosure under the Freedom of Information Act, 5 U.S.C. § 552, or excepted from disclosure under the Wisconsin Public Records Law, Wis. Stat. §§ 19.31-19.39.

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements. See City of Milwaukee full e-mail disclaimer at <a href="https://www.milwaukee.gov/email/disclaimer">www.milwaukee.gov/email/disclaimer</a>

From: License < LICENSE@milwaukee.gov > Sent: Tuesday, May 13, 2025 1:18 PM

To: Avila, Norma < NAVILA@milwaukee.gov >; Dorn, Erin E - DOR < Erin.Dorn@wisconsin.gov >

Subject: RE: Complaint

To clarify, they are selling alcohol in addition to the information included in the complaint regarding the food? We will be adding as on objection regardless, but trying to get an understanding of the scope.

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



From: Avila, Norma < NAVILA@milwaukee.gov>

Sent: Tuesday, May 13, 2025 12:56 PM

To: Dorn, Erin E - DOR < <a href="mailto:License">Erin.Dorn@wisconsin.gov">Erin.Dorn@wisconsin.gov</a>; License < <a href="mailto:LiCENSE@milwaukee.gov">License < LICENSE@milwaukee.gov</a>>

Subject: Complaint

Good afternoon, I am forwarding this complaint we received from Alder. Zamarripa's office regarding The Patio Lounge, 1329 S 35<sup>th</sup> St. They are operating without a license as a Tavern.

License, I have sent a referral to DNS, also. The complaint is as follows:

1. The Patio" business on the corner of 35<sup>th</sup> and Greenfield Avenue have expanded to the city sidewalk. For about 3 to 4 days a week they take over the sidewalk with a large black tent, they use the street sign for support on one tent pole. They set up food counter and table to prepare food as well. They also use a large floor matt on the sidewalk. They take over about 20 feet of the sidewalk for that business now.

Best,

Norma Avila
Program Assistant
Consumer Environmental Health Division
City of Milwaukee Health Department
841 N Broadway, Rm. 304
Milwaukee WI 53202
Office (414) 286-3674
Fax (414) 286-5164
navila@milwaukee.gov
milwaukee.gov/health | Facebook | Twitter | Instagram



PATHWAYS ACKNOWLEDGED

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NOTICE: This e-mail and any attachments may contain confidential information. Use and further disclosure of the information by the recipient must be consistent with applicable laws, regulations, and agreements. If you received this e-mail in error, please notify the sender; delete the e-mail; and do not use, disclose, or store the information it contains. This communication and any attachment(s) may include information that is protected from disclosure under the Freedom of Information Act, 5 U.S.C. § 552, or excepted from disclosure under the Wisconsin Public Records Law, Wis. Stat. §§ 19.31-19.39.

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## Notice of Public Hearing

VARELA-RODRIGUEZ, Raul
Celebrity's Hall El Patio Lounge at 1329 S 35th St
Class B Tavern and Public Entertainment Premises Licenses Renewal Application

### Friday, September 05, 2025 at 9:15 AM

To whom it may concern:

Blank Notice

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 9/5/2025 at 9:15 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at http://city.milwaukee.gov/citychannel. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

- 1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
- 2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
- 3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
- 4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
- 5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)

- 6. You may then provide testimony.
- a. Include only information relating to the above license application.
- b. Include only information you have personally witnessed or seen.
- c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
- d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
- 7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
- 8. Business Competition is not a valid basis for denial or non-renewal of a license.
- Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1251 S 35TH ST	MILWAUKEE, WI 53215-1433
<b>CURRENT OCCUPANT</b>	1252 S 36TH ST	MILWAUKEE, WI 53215-1438
<b>CURRENT OCCUPANT</b>	1253 S 35TH ST	MILWAUKEE, WI 53215-1433
<b>CURRENT OCCUPANT</b>	1254 S 35TH ST	MILWAUKEE, WI 53215-1434
CURRENT OCCUPANT	1256 S 36TH ST	MILWAUKEE, WI 53215-1438
CURRENT OCCUPANT	1257 S 35TH ST	MILWAUKEE, WI 53215-1433
CURRENT OCCUPANT	1257A S 35TH ST	MILWAUKEE, WI 53215-1433
CURRENT OCCUPANT	1258 S 35TH ST	MILWAUKEE, WI 53215-1434
CURRENT OCCUPANT	1258A S 35TH ST	MILWAUKEE, WI 53215-1434
CURRENT OCCUPANT	1258B S 35TH ST	MILWAUKEE, WI 53215-1434
CURRENT OCCUPANT	1260 S 36TH ST	MILWAUKEE, WI 53215-1438
CURRENT OCCUPANT	1261 S 35TH ST	MILWAUKEE, WI 53215-1433
CURRENT OCCUPANT	1261A S 35TH ST	MILWAUKEE, WI 53215-1433
CURRENT OCCUPANT	1300 S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1300 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1301 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1301 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1303 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1304 S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1304 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1305 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1307 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1308 S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1308 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1308 A S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1309 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1309 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1312 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1312 S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1312A S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1313 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1313 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1315 S 34TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1315 S 35TH ST	MILWAUKEE, WI 53215-1311
CURRENT OCCUPANT	1316 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1316 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1317 S 35TH ST	MILWAUKEE, WI 53215-1440
	1317 S 36TH ST	•
CURRENT OCCUPANT		MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1317A S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1320 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1321 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1321 S 36TH ST	MILWAUKEE, WI 53215-1439
CURRENT OCCUPANT	1321A S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1322 S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1324 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1325 S 36TH ST	MILWAUKEE, WI 53215-1439

CURRENT OCCUPANT	1326 S 36TH ST	MILWAUKEE, WI 53215-1440
CURRENT OCCUPANT	1327 S 35TH ST	MILWAUKEE, WI 53215-1435
CURRENT OCCUPANT	1328 S 35TH ST	MILWAUKEE, WI 53215-1436
CURRENT OCCUPANT	1406 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1411 S 36TH ST	MILWAUKEE, WI 53215-1816
CURRENT OCCUPANT	1412 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1418 S 35TH ST	MILWAUKEE, WI 53215-1815
CURRENT OCCUPANT	1418 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1418A S 35TH ST	MILWAUKEE, WI 53215-1815
CURRENT OCCUPANT	1422 S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	1422A S 36TH ST	MILWAUKEE, WI 53215-1817
CURRENT OCCUPANT	3414 W GREENFIELD AVE	MILWAUKEE, WI 53215-1556
CURRENT OCCUPANT	3415 W GREENFIELD AVE	MILWAUKEE, WI 53215-1555
CURRENT OCCUPANT	3419 W GREENFIELD AVE	MILWAUKEE, WI 53215-1555
CURRENT OCCUPANT	3421 W GREENFIELD AVE	MILWAUKEE, WI 53215-1555
CURRENT OCCUPANT	3424 W GREENFIELD AVE	MILWAUKEE, WI 53215-1556
CURRENT OCCUPANT	3425 W GREENFIELD AVE	MILWAUKEE, WI 53215-1555
CURRENT OCCUPANT	3427 W GREENFIELD AVE	MILWAUKEE, WI 53215-1555
CURRENT OCCUPANT	3535A W GREENFIELD AVE	MILWAUKEE, WI 53215-1445
CURRENT OCCUPANT	3609 W GREENFIELD AVE	MILWAUKEE, WI 53215-1447
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Blank Notice Total Records: 66

Radius 250 feet and Center of the Circle: 1329 S 35th St

2025-2026 Plan of Operation for 1329 S 35TH ST 1. Litter & Security Plans Sweep Pressure Wash Pick Up Litter Other: How are the grounds kept clean? Daily Weekly Other: How often will grounds be cleaned? Licensee Building Owner Employees Hired Maintenance Other: Who cleans the grounds? Other: Are there designated outdoor smoking areas? No Yes If Yes, Describe: OWA Inside Locations: Number of garbage cans: Outside **ELocations:** Is a crowd control barrier used? No Yes If Yes, Describe: FARIE Name of solid waste contractor: Number of restrooms: Are there parking spaces on the premises? No Tyes If Yes, list number of spaces: \_\_\_\_\_ and describe security plans: SECUPITY CAMERAS Are there designated loading areas? No Yes If Yes, describe security plans: Do you have security personnel on the premise? No Yes If Yes, how many? What are their responsibilities? What security equipment do they use? \_\_\_ List their license number(s): Are there security cameras? No Yes If Yes, list all locations: Are searches and/or identification checks conducted upon entry? ☑ No ☐ Yes If Yes, describe: 2. Percentage of Sales (must total 100%) % Other Food Sales \ Entertainment Alcohol (a () 3. Businesses On The Premises (choose all that apply): Convenience Store Night Club Tavern Restaurant ☐ Cafe/Coffee Shop Cocktail Lounge Liquor Store Sports Facility ☐ Other: ☐ Supermarket Private/Fraternal/Veterans' Club Hotel ☐ Banquet Hall 4. Hours of Operation and Age Restriction Are there any changes to the current hours of operation or age restriction? No Yes If Yes, Describe: Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license. 5. Floor Plan and Capacity Are you requesting any changes to your capacity or floor plan\*? In No Yes If yes, describe: submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises. 6. Sidewalk Dining: Fee: Are there any changes to the sidewalk dining site plan? No Yes If Yes, submit an updated site plan with this application. 8. Weights and Measures: Fee: 7. Food License: Fee:

Number/Type of Devices:

If yes, contact our office for further instructions.

Are there any changes to the number or types of devices? ✓No ☐Yes

Your current food license includes the following food operations:

if Yes, explain

Are there any changes to your food operations as listed above? 🗹 No 🗌 Yes,

1. CURRENT APPROVED ENTERTAINMENT for Celebrity's Hall 1329 S 35TH ST					
The following types of entertainment have been approved for your current Public Entertainment Premises license:					
Disc Jockey, Patrons Dancing					
			•		
2. ADDING ENTERTAINMENT					
If applicable, check any entertainment you wish to add: ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.					
☐ Instrumental Musicians	Bands	Battle of the Bands	Comedy Acts		
☐ Disc Jockey	Magic Shows	Poetry Readings	☐ Dancing by Performers		
☐ Jukebox	☐ Wrestling	Patron Contests	Patrons Dancing		
Adult Entertainment/	☐ Karaoke	Bowling Alley	Pool Tables		
Strippers/Erotic Dance		How many?	How many?		
Motion Pictures (movies by admission)	Amusement Machines	Concerts	Theatrical Performances		
How many screens?	How many?	Approx. # per year?	Approx. # per year?		
Other:					
No entertainment changes can take place un	til approved by Common Counc	il and a new license has been i	issued and posted on the premises.		
3. REMOVING ENTERTAINMENT			•		
If applicable, list any entertainment you wish to remove:					
4. PROMOTERS/SOUND AMPLIFICA	TION /				
Will promoters ever be used for any of the er	ntertainment? No Yes	If Yes, Describe:			
At any time will sound amplification be used? No Yes If Yes, Describe:					
5. 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	roprietor, a Partner, or if a Co	orporation or LLC, the Agent must sign		