



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Monday, February 23, 2026

COMMITTEE MEETING NOTICE

AD 03

HERRERA, Ruben A, Agent  
JALISCO'S COCINA Y BAR 1987 LLC  
2018 E NORTH AV  
MILWAUKEE, WI 53202

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.

**Tuesday, March 10, 2026 at 09:30 AM**

The access code is <https://meet.goto.com/399099205>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern, Public Entertainment Premises, Food Dealer Sidewalk Dining Licenses Application Requesting Instrumental Musicians, Bands, 2 Amusement Machines and Comedy Acts as agent for "JALISCO'S COCINA Y BAR 1987 LLC" for "JALISCO'S COCINA Y BAR" at 2018 E NORTH AV.

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 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.**

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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JALISCO'S COCINA Y BAR 1987 LLC  
1448 S 78<sup>TH</sup> ST  
WEST ALLIS, WI 53214

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Crime Prevention Through Environmental Design

CPTED

Date: 02/06/26

Officer: Felix

**Business:**

Name: Jalisco's Cocina Y Bar

Location: 2018 E. North

Phone  N/A:

**Agent:**

Name: Herrera, Ruben

Address: 1448S. 78th St.

Phone:

City: West Allis

Email:

State: WI ZIP: 53214

**Owner of Business:**  Yes  No (Add Info if not agent) \_\_\_\_\_

Phone: \_\_\_\_\_

**Preferred Contact(s):**  Agent  Owner  Other \_\_\_\_\_

**Type of business:**  Tavern/Bar  Restaurant  Convenience  Other \_\_\_\_\_

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street)  Yes

**Property is under construction or remodel:**  Survey was done by agent explaining plans. (Some items are not functional at time of survey).

**Exterior Survey:**

Are the address numbers prominently displayed and easy to see?  Yes  No

Is the area around the location clean?  Yes  No

The area is a business district  or/and  mix use (residential)?

Other businesses attached to the same building  Yes  No

Are windows free of signage?  Yes  No

Can the interior clearly be seen from outside?  Yes  No

Is there exterior lighting?  Yes  No.

Is lighting adequate?  Yes  No

Are there "No Loitering" Signs posted?  Yes  No

**Parking:**

- Adequate City Street parking  Yes  No
- Will valet service be used any time during business hours?  Yes  No
- Is there a parking lot? (If no, skip other items in parking section)  Yes  No
- Is lot clean?  Yes  No
- Is the lot well illuminated?  Yes  No
- Is there a security guard or perimeter control?  Yes  No
- Are there Cameras?  Yes  No

**Other resources or businesses within the area? (If yes, how many)**

- Park  School  Youth Center or Day care  Community Outreach  Church  Medical
- Residential

- Convenience Store/ Supermarket:  Yes  No \_\_\_\_\_
- Restaurant:  Yes  No Multiple
- Gas station(s):  Yes  No \_\_\_\_\_
- Tabaco/ Vape Store:  Yes  No \_\_\_\_\_
- Liquor store(s):  Yes  No \_\_\_\_\_
- Tavern(s):  Yes  No Multiple
- Other(s): Bank  Yes

**Security: (If no security check and skip to next)**

- Will there be security  Yes  No Armed?  Yes  No
- Employed by:  business  contracted company
- Security will monitor:  Interior  Exterior
- Security Hours (Add to narrative along with number and how they will be deployed)

**Cameras:**

- Plans to have a camera system but not installed or operating:  Yes  
(If yes, answer next question and skip additional camera section add info to narrative)
- Are cameras required by city ordinance at this business?  Yes  No  
(If no, and there is no system skip to next section)
- Are there working cameras at the business  Yes  No
- How many working? Interior ? \_\_\_\_\_ Exterior ? \_\_\_\_\_
- Is there a camera facing and entrance / exit?  Yes  No
- Is a camera facing the register?  Yes  No
- Is the data saved on:  local hard drive  Cloud / off site service
- How long is footage saved? \_\_\_\_\_
- Is on site camera hard drive in a secured area?  Yes  No  N/A
- Who has access to security footage?  Owner  Manager  Employee(s)  Security/Service

Bar/ Tavern / night club/ Restaurant  N/A (Skip to next section)

Age Restriction  ID Scanner  Dress Code  Metal Detector  Physical search  
Planned capacity: # 232

**Interior:**

Is the interior clean and neat?  Yes  No  
Can employees see out of the business to the exterior?  Yes  No  
What is the minimum number of employees during hours of operation? 6  
Is there an area employees can secure themselves?  Yes  No  
Are emergency and non-emergency numbers posted near the phone?  Yes  NO  
Does the store sell?  N/A (Skip to next section)  
Single chore boy:  Yes  No  
Blunt wraps:  Yes  No  
Scale/Grinders:  Yes  No  
Items that may be used as crack pipes:  Yes  No  
Describe items \_\_\_\_\_  
Overabundance of sandwich baggies:  Yes  No  
Does the owner/agent understand that these items are often used for drug use?  
 Yes  No  
Do the products in the store appear to be new and rotated often?  
 Yes  No

**Current License(s):** (Held at location by agent or Business)

Alcohol #: \_\_\_\_\_  Yes  No Class:  A  B  B-Manager  D-Oper  
Extended Hours #: \_\_\_\_\_  Yes  No  
Filling #: \_\_\_\_\_  Yes  No  
Food #: \_\_\_\_\_  Yes  No Type:  Restaurant  PED  Retail  
Hotel/Motel#: \_\_\_\_\_  Yes  No  
Tobacco #: \_\_\_\_\_  Yes  No  
Secondhand Dealer #: \_\_\_\_\_  Yes  No Type:  Pawn  Vehicle  
Parking lot #: \_\_\_\_\_  Yes  No  
Pub-Enter-Pre# \_\_\_\_\_  Yes  No Type:  
Other #: \_\_\_\_\_  Yes  No Type: \_\_\_\_\_

**Plan of Operation:**

Currently Open:  Yes  No – Projected open date: Click or tap to enter a date.

Hours:  24HRS  Hours are the same every day (Enter time once)

Sun: 9 : 00 AM - 12 : 00AM  Closed  
Mon: 9 : 00 AM - 2 : 00 AM  Closed  
Tue: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_  Closed  
Wed: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_  Closed  
Thu: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_  Closed  
Fri: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_  Closed  
Sat: \_\_\_\_\_ : \_\_\_\_\_ - \_\_\_\_\_ : \_\_\_\_\_  Closed

Complete this section if alcohol establishment is a convenience store:  N/A (Skip to Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer cannot enter it directly from the outside.

- All convenience food stores not exempted under sub. 3 shall:

\*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk?  Yes  No

\*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees?  Yes  No

- Maintain any of the following at the property?

\*A safe that was in use at the convenience food store on August 17, 1994?

Yes  No

\* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

Yes  No

\* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment?  Yes  No

\* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:  Yes  No

*(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).*

### Comments/ Recommendations:

On the date of the CPTED inspection a camera system was installed but unable to verify it was working.  
The agent stated additional cameras will be installed

The agent was advised:

- \* Install a safe in the office.
- \* Install a locking door at the office entry.
- \* Install a camera or alarm near rear lower door.
- \* Install a camera in lower storage area.
- \* Add emergency and nonemergency numbers near business phone.
- \* Control access into the business by restricting how many entry points are used.
- \* Secure entry into lower storage area.

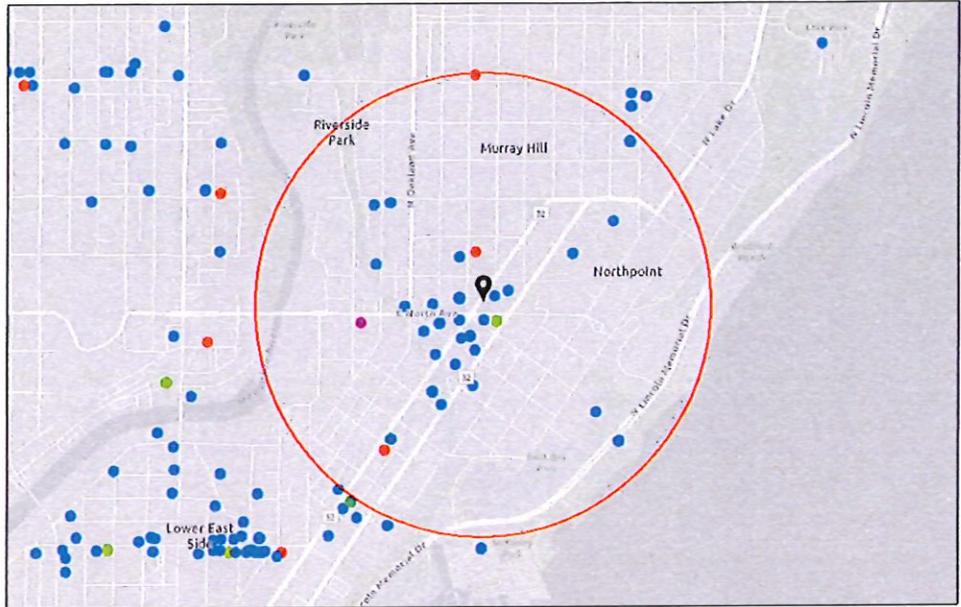


# Concentration Map for 2018 E North Ave

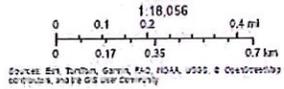
## Area of Interest (AOI) Information

Area : 21,862,585.72 ft<sup>2</sup>

Jan 30 2026 10:29:22 Central Standard Time



- Alcohol Licenses (active)
- Class A Liquor and Malt
  - Class B Tavern
  - Class A Intoxicating Liquor
  - Class B Fermented Malt Beverage
  - Class A Fermented Malt Beverage
  - Class C Wine Retailer



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	49		

### Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Izzy Hops LLC	Izzy Hops	MICHAEL J VITUCCI, Agt	2311 N Murray AV	Class B Tavern License		2/6/2026, 6:00 PM	1
2	HENRY'S TAVERN, LLC	HENRY'S TAVERN	NADER H PAKROO, Agt	2523 E BELLEVIEW PL	Class B Tavern License	50	2/9/2026, 6:00 PM	1
3	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class B Fermented Malt Beverage Retailer's License		3/1/2026, 6:00 PM	1
4	Ian's Pizza Milwaukee, LLC	Ian's Pizza Milwaukee	Ryan W Donovan, Agt	2035 E NORTH AV	Class C Wine Retailer's License		3/1/2026, 6:00 PM	1
5	Pomona Cider Company LLC	Pomona Cider Company	Thomas S Gabert, Agt	2163 N FARWELL AV	Class B Tavern License		2/9/2026, 6:00 PM	1
6	PADDY'S PET & PUB, LLC	PADDY'S PET & PUB	PATRICIA J PHILLIPS, Agt	2339-A N MURRAY AV	Class B Tavern License	179	3/1/2026, 6:00 PM	1
7	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2026, 7:00 PM	1
8	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2026, 7:00 PM	1
9	Saz's Catering Inc	Jan Serr Studio	Stephanie L Sazama-Schneck, Agt	2155 N Prospect AV	Class B Tavern License		4/4/2026, 7:00 PM	1
10	Woori Wells Corp	Maru	Jongsoo Kim, Agt	2150 N Prospect AV	Class B Tavern License		3/3/2026, 6:00 PM	1
11	PROSPECTOR PARTNERSHIP LLC	VINTAGE	REBECCA E GODFREY, Agt	2203 N PROSPECT AV	Class B Tavern License	151	4/10/2026, 7:00 PM	1
12	GPJ OF MILWAUKEE, INC	MA FISCHER'S	HEIDI A PANAGIOTOP OULOS, Agt	2214 N FARWELL AV	Class B Tavern License	240	4/11/2026, 7:00 PM	1
13	LANDMARK BARS, INC	LANDMARK LANES	SLAVA TUZHILKOV, Agt	2220 N FARWELL AV	Class B Tavern License	240	4/11/2026, 7:00 PM	1
14	EASTCASTLE PLACE, INC	Eastcastle Place	Majarka M B Ford-Ziegelbauer, Agt	2505 E BRADFORD AV	Class B Tavern License		4/7/2026, 7:00 PM	1
15	INCONTRO GROUP LLC	L'INCONTRO	Paul J Piotrowski, Agt	2315 N MURRAY AV	Class B Tavern License		4/7/2026, 7:00 PM	1
16	Strange Town, LLC	Strange Town	Mia L LeTendre, Agt	2101-2103 N Prospect AV	Class B Tavern License	49	4/19/2026, 7:00 PM	1
17	FRANKIES RESTAURANT AND CATERING, LLC	Frankies Restaurant and Catering	Donna D Afrifa, Agt	1815 E KENILWORTH PL	Class B Tavern License		5/10/2026, 7:00 PM	1

18	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		5/30/2026, 7:00 PM	1
19	Nine Below Inc	Nine Below	Marla R Poytinger, Agt	1905 E North AV	Class B Tavern License	270	5/30/2026, 7:00 PM	1
20	Axe MKE, Inc	Axe MKE	Marla R Poytinger, Agt	1924 E KENILWORTH PL	Class B Tavern License		5/30/2026, 7:00 PM	1
21	3 EYE LLC	KOPPA'S FULBELI DELI	Ram Mohan Rao Chekkala, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		5/25/2026, 7:00 PM	1
22	The Next Bar LLC	The Next Bar	Alex B Edwards, Agt	1732 E NORTH AV	Class B Tavern License	80	6/1/2026, 7:00 PM	1
23	WHOLE FOODS MARKET GROUP, INC	WHOLE FOODS MARKET	Brooke M Remitz, Agt	2305 N PROSPECT AV	Class B Tavern License		6/13/2026, 7:00 PM	1
24	VON TRIER INC	Von Trier	JOHN M DYE, Agt	2235 N FARWELL AV	Class B Tavern License		6/8/2026, 7:00 PM	1
25	HOOLIGAN'S SUPER IRISH DELI & BAR, INC	HOOLIGAN'S	MARK B BUESING, Agt	2017 E NORTH AV	Class B Tavern License	118	6/29/2026, 7:00 PM	1
26	CHAMPION'S PUB, LLC	CHAMPION'S PUB	ROBERT R GREENYA, Agt	2417 N BARTLETT AV	Class B Tavern License	148	6/28/2026, 7:00 PM	1
27	IFM Farwell LLC	Downer Theatre	Kristen C Heller, Agt	2589 N DOWNER AV	Class B Tavern License		7/13/2026, 7:00 PM	1
28	Dock Bradford, LLC	The Dock at Bradford Beach	BRIAN C RANDALL, Agt	2400 N Lincoln Memorial DR	Class B Tavern License		7/29/2026, 7:00 PM	1
29	Girl Power LLC	The Seafood Shack Restaurant	Tyseria N Griffin, Agt	2336 N Farwell AV	Class B Tavern License		7/13/2026, 7:00 PM	1
30	NOBLE CATERING MKE, LLC	Noble Catering and Events/Villa Terrace Decorative Arts Museum	Kaelyn M Cervero, Agt	2220 N TERRACE AV	Class B Tavern License	85	7/23/2026, 7:00 PM	1
31	WV, LLC	TESS	MITCHELL D WAKEFIELD, Agt	2499 N BARTLETT AV	Class B Tavern License	60	7/30/2026, 7:00 PM	1
32	H & H ASSAD, LLC	PARKSIDE LIQUOR & GROCERY	Noha O Saleh, Agt	2700 N MURRAY AV	Class A Malt & Class A Liquor License		8/16/2026, 7:00 PM	1
33	BEANS & BARLEY, INC	BEANS & BARLEY	JAMES C NEUMEYER, Agt	1901 E NORTH AV	Class B Tavern License	180	8/30/2026, 7:00 PM	1
34	IFM Farwell LLC	Oriental Theatre	Kristen C Heller, Agt	2230 N FARWELL AV	Class B Tavern License	1,834	8/19/2026, 7:00 PM	1
35	MOOSA BURGER, INC.	Moosa's	ALAA I MUSA, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License		8/4/2026, 7:00 PM	1

36	El Grupo J & K, LLC	Judy's Cantina	Judith Figueroa Carvajal, Agt	2124 N FARWELL AV	Class B Tavern License		8/13/2026, 7:00 PM	1
37	WI LJ INC	Back Street	Nanbin Li, Agt	2116 N FARWELL AV	Class B Tavern License		3/18/2026, 7:00 PM	1
38	Kawa Ramen & Sushi Inc	Kawa	LinJin Xiao, Agt	2321-23 N Murray AV	Class B Tavern License		9/12/2026, 7:00 PM	1
39	The Original MKE, LLC	The Original	Eric E Rzepka, Agt	2498 N Bartlett AV	Class B Tavern License	99	9/21/2026, 7:00 PM	1
40	7-ELEVEN, INC	7-ELEVEN # 35852J	BRIAN C RANDALL, Agt	1609 E NORTH AV	Class A Fermented Malt Beverage Retailer's License		10/23/2026, 7:00 PM	1
41	2597 LLC	Pizza Man Milwaukee	Wael S Haddad, Agt	2597 N Downer AV	Class B Tavern License		10/12/2026, 7:00 PM	1
42	7-ELEVEN, INC	7-ELEVEN # 35852J	BRIAN C RANDALL, Agt	1609 E NORTH AV	Class A Retailer's Intoxicating Liquor License		10/23/2026, 7:00 PM	1
43	Milwaukee Catholic Home Inc	Milwaukee Catholic Home	Christopher A Reinheimer, Agt	2462 N PROSPECT AV	Class B Tavern License		10/14/2026, 7:00 PM	1
44	The Jazz Estate Inc	The Jazz Estate	JOHN M DYE, Agt	2423 N MURRAY AV	Class B Tavern License	62	12/14/2026, 6:00 PM	1
45	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2026, 6:00 PM	1
46	SMOKINJACK BBQ LLC	SMOKINJACK BBQ	Jack A Holt, Agt	2311 N MURRAY AV	Class B Tavern License	99	12/13/2026, 6:00 PM	1
47	SERENITEA BOBA AND COCKTAILS LLC	SERENITEA COCKTAILS	Manpreet Singh, Agt	2569 N DOWNER AV	Class B Tavern License		1/15/2027, 6:00 PM	1
48	MAA VERAI, INC.	Murray Pantry	Sandipkumar M Patel, Agt	2430 N MURRAY AV	Class A Malt & Class A Liquor License		1/16/2027, 6:00 PM	1
49	VIER NORTH LLC	VIER NORTH	Faisal Ahmed-Yahia, Agt	1832 E NORTH AV	Class B Tavern License		1/20/2027, 6:00 PM	1

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





Monday, February 23, 2026



# Notice of Public Hearing

Blank Notice

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HERRERA, Ruben A, Agent  
JALISCO'S COCINA Y BAR at 2018 E NORTH Av  
Class B Tavern, Public Entertainment Premises, Food Dealer and Sidewalk Dining Licenses  
Application Requesting Instrumental Musicians, Bands, 2 Amusement Machines and Comedy Acts

**Tuesday, March 10, 2026 at 9:30 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 3/10/2026 at 9:30 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](mailto: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.

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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.**



CURRENT OCCUPANT	2353 N FARWELL AVE# 313	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 314	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 402	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 403	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 404	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 405	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 406	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 407	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 408	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 409	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 410	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 411	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 412	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 413	MILWAUKEE, WI 53211-4470
CURRENT OCCUPANT	2353 N FARWELL AVE# 501	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 502	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 503	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 504	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 505	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 506	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 507	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 508	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 509	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 510	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 511	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 512	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 513	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 601	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 602	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 603	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 604	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 605	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 606	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 607	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 608	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 609	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 610	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 611	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 612	MILWAUKEE, WI 53211-4471
CURRENT OCCUPANT	2353 N FARWELL AVE# 613	MILWAUKEE, WI 53211-4471

Blank Notice

Total Records: 133

Radius 250 feet and Center of the Circle: 2018 E North Av



# 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)  
*Food only*  
*↳ 3RD party*

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

*Full Restaurant with BAR*

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

## 2. Business Operations

- a. Proposed Opening Date: *2-1-2020*
- 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: *Beer License*
- e. Is the current licensee operating?  No  Yes If no, list date closed: *August 2025*
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: *Local Bands, Live music (trio)*
- 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: *Roll Train Roller Seating & Offices*

## 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: *out side*
- b. Number of Garbage Cans: Inside: *8* Locations: *Entrance, Bar area, BATHROOMS*  
Outside: *2* Locations: *on each end of Dining area*
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? *2*
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: Asking for a loading zone First one on the <sup>South</sup> of North Ave. Second <sup>West</sup> side of Farwell
- c. Will you have licensed security on premise?  No  Yes If yes, how many? 2 and answer the following:  
 What are their responsibilities? Safety of Customers  
 Describe equipment used Detectors, Fire Arms  
 List their License Number (s) TBD
- d. Will there be security cameras?  No  Yes If yes, how many? 7 and list locations: Around the Dining Area, Bar, Entrance & Exits,
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe if necessary after 12:00am

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

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

## 7. Businesses/Licenses on the Premises (check all that apply):

### Type 1

- Full Service Restaurant  Cafe/Coffee Shop  Deli or Fast Food Restaurant  Private/Fraternal/Veterans Club
- Night Club  Tavern  Cocktail Lounge  Teen Club
- Banquet Hall  Sports Facility  Bowling Alley
- Hotel/Motel: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_

### Type 2

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

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

- Occupancy Permit  Cigarette, Tobacco, Electronic Vape Products  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 232 (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: Farwell Ave.

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: 2012 E. North Ave, LLC Phone Number: 312-622-3266

Building Owner Address: Cl Joshua Jeffers 225 E. Michigan St. Suite 300 Milwaukee, WI 53202

## 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	9:00 am	12:00 am	TBD		
Monday	9:00 am	2:00 am	TBD		
Tuesday	9:00 am	2:00 am	TBD		
Wednesday	9:00 am	2:00 am	TBD		
Thursday	7:00 am	2:00 am	TBD		
Friday	7:00 am	2:00 am	TBD		
Saturday	7:00 am	2:00 am	TBD		

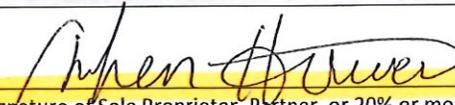
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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: Jalisco Cocina Y Bar 1987 LLC

Premise Address: 2018 E. North Ave Milwaukee WI, 53202

### 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.)? \_\_\_\_\_

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

d) Total amount paid for business \$ \_\_\_\_\_

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

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.

Form Continues on next page →

**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 12-01-2025 Ends 11-30-2030
- b) Monthly rental \$ 7,500
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 5 years
- 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 Annual Cam fee 2,000 each year & Down Payment
- 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): \_\_\_\_\_

### Responsible Beverage Server Training

- a) Within the last 2 years have you held a bartender's license in the state of Wisconsin?  No  Yes
- b) Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin?  No  Yes
- c) Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin?  No  Yes

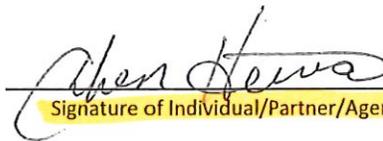
If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

For Course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's Website (<https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>)

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

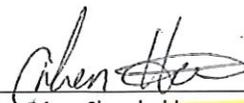
Roben A Herrera

Print Name of Individual/Partner/Agent



Signature of Individual/Partner/Agent

### Signature

Roben A Herrera/Agent 

Signature of Sole Proprietor, Partner or 20% or More Shareholder

(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council. Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license. Contact the License Division for information on how to request changes.

### New and transfer of premises applicants must submit the following:

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



# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Jalisco's Cocina Y Bar 1989 LLC

Premises Address: 2018 east North Ave Milwaukee WI 53202

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

**Restaurant Items (meals):**

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

**Retail Items (snacks and beverages):**

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 7,500 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

**Bed & Breakfast**

**Micro Market**

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold?  No  Yes

(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry) *steak / refrigerated items*

If yes, list the types of food items: Hot Soups, Shrimp, Beans, rice, Ground Beef, chicken, pork, Sauces, fish, vegetables, fruits.

**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?

At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?

No If No, SKIP to Section 7

Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address & Phone Number of Architect: \_\_\_\_\_

Name, Address & Phone Number of Contractor: \_\_\_\_\_

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

No If No, SKIP to Section 8

Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

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

R.A.H I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

R.A.H I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

R.A.H I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

R.A.H I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: Chen Harrison

Signature of Additional Partner: \_\_\_\_\_



## PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS:** 2018 E. North Ave Milwaukee, WI 53202

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

- |   |   |   |   |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians                          | <input type="checkbox"/> Battle of the Bands    | <input type="checkbox"/> Dancing by Performers                          | <input checked="" type="checkbox"/> Amusement Machines<br>How many? <u>2</u>  |
| <input checked="" type="checkbox"/> Bands ( <u>LOCAL</u> )                          | <input checked="" type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance | <input type="checkbox"/> Concerts<br>Approx. # per year? _____                |
| <input type="checkbox"/> Bowling Alley<br>How many? _____                           | <input type="checkbox"/> Disc Jockey            | <input type="checkbox"/> Wrestling                                      | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables<br>How many? _____                             | <input type="checkbox"/> Magic Shows            | <input type="checkbox"/> Patron Contests                                | <input type="checkbox"/> Jukebox  |
| <input type="checkbox"/> Motion Pictures (movies by<br>admission) - How many? _____ | <input type="checkbox"/> Poetry Readings        | <input type="checkbox"/> Patrons Dancing                                | <input type="checkbox"/> Karaoke  |
| <input type="checkbox"/> Hookah Service   | <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**

232 (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.

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

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)



### Sidewalk Dining Facility Supplemental Application

ccf-sdinfo 12/10/2024

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)

Business Name: <u>Jalisco Cocina Y BAR 1907 LLC</u>	Aldermanic District # <u>3</u>
Premises Address: <u>2012 E. North ave, Milwaukee, WI 53211</u>	
<b>Business Operations</b>	
Check one: <input checked="" type="checkbox"/> I/we are also applying for Food/Alcohol license(s) at this time. <input type="checkbox"/> I/we currently hold Food/Alcohol license(s) AND .... <input type="checkbox"/> confirm that the Business Plan of Operation on file which was previously submitted with the Food and/or Alcohol application has not changed, except for the addition of this sidewalk dining facility. <input type="checkbox"/> have included a new Business Plan of Operation reflecting requested changes.	
Sidewalk Dining Facility will operate from: Start Date: <u>5-1-26</u> to End Date: <u>10-31-26</u> Will any food preparation be done outdoors? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ Will any sidewalk dining facility improvements be physically attached to public structures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____	
<b>Property Owner</b>	
Check one: <input type="checkbox"/> Applicant owns the property <input checked="" type="checkbox"/> Property owner's information/signature provided below (REQUIRED): Name: <u>2012 E. North ave, LLC</u> Phone # <u>312-622-3266</u> Address: <u>10 Joshua Jacobs 225 E. Michigan St. Suite 300</u> Property Owner's Signature: <u>[Signature]</u> <u>Milw, WI 53202</u> <small>F951F8C69635466...</small>	
<b>Signature(s)</b>	
<u>[Signature]</u> 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

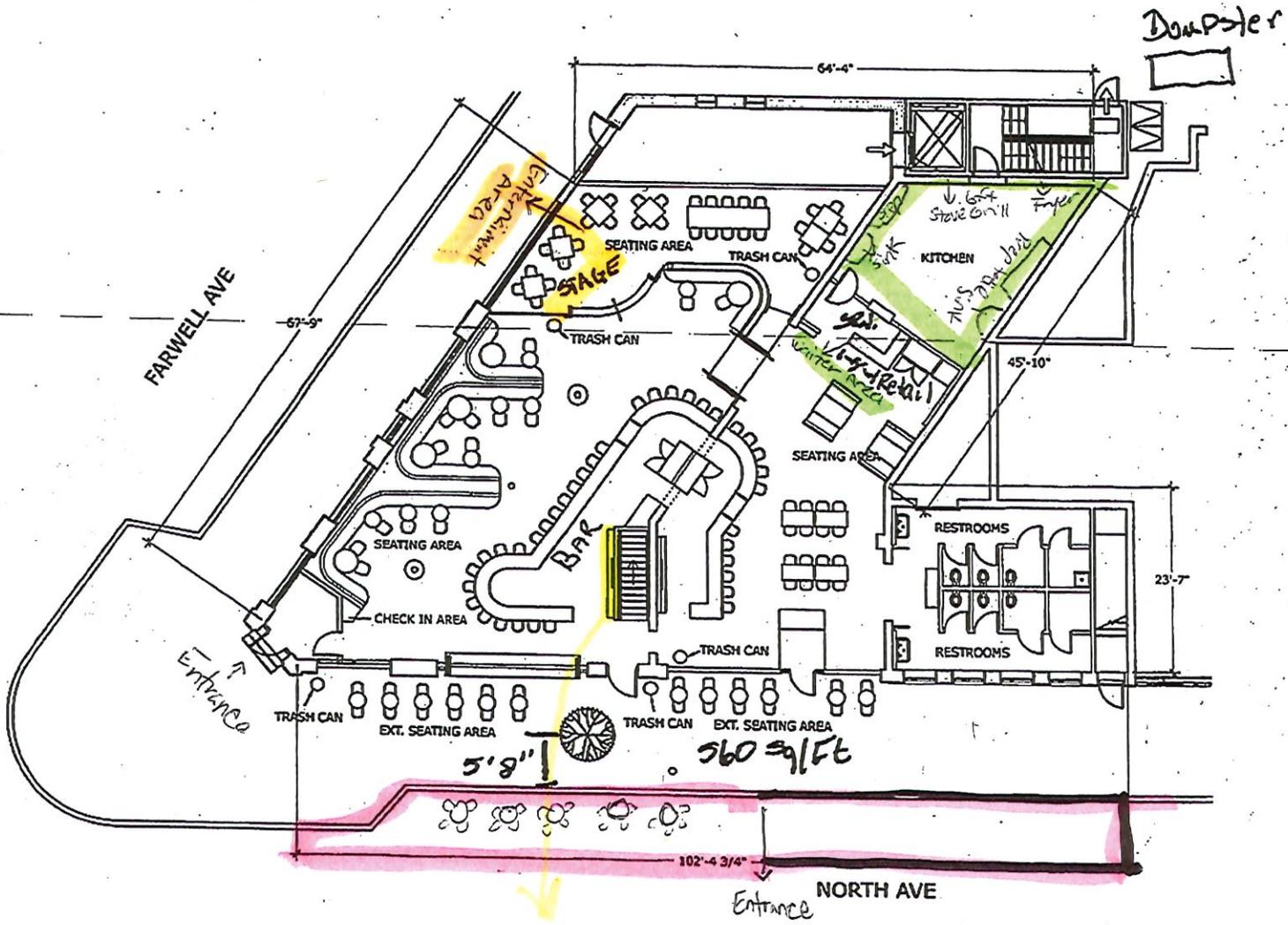
**Office Use Only:**

Initials \_\_\_\_\_ Filed \_\_\_\_\_ App # \_\_\_\_\_

Processing LS: Queue to:  HD  DNS  CC Email To:  DPW  Primary LS

Also:  holds  is applying for:  Food  Alcohol  Perm Ext

N



Alcohol Display

2018 E. North Ave  
 Milwaukee 53211  
 12/13/25  
 Ruben A. Herrera  
 Jalisco's cocina y BAR LLC

CLIENT:	4,430 SQ. FT.	VERSION:	01
LOCATION:	2022 E. NORTH AVE.	DATE:	23 Apr
ITEM:	LICENSE APPLICATION DRAWINGS	DRAWN BY:	JOSH
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F1



Welcome to

# Jalisco

AUTHENTIC MEXICAN & SEAFOOD RESTAURANT



Home of the Famous Burrito

2207 E North Ave Milwaukee, WI 53202

[www.jaliscoeast.com](http://www.jaliscoeast.com)

(414) 291-0645

15% Gratuity charge for parties of 6 or more

## BOTANAS / APPETIZERS -

1st Basket of chips are complimentary 2nd Basket or more salsa is \$1.95/ea

**Guacamole Con Tostaditas . . . . . \$8.95**

Avocado dip made with ripe avocados, tomatoes & onion. Served on a crispy tortilla bowl with chips

**Queso Fundido EN Salsa Verde O En Salsa Ranchera . . \$7.95**

Melted Monterey cheese topped w/ mildly hot green tomatoe sauce or ranchera sauce served w/ beans on the side and one order of corn or flour tortillas

**Taquitos . . . . . \$5.95**

4 Mini taquitos golden fried w/ shredded beef or chicken w/ lettuce, tomatoes & sour cream

**Order Of Nachos . . . . . \$7.95**

Crispy corn tortillas topped w/ refried beans, melted monterey cheese, avocado slices & a side of our pico de gallo ( Jalapeno salad )

**Chicken, Shredded Beef, Ground Beef or Steak \$9.25**

## ENSALADAS / SALADS -

NACHOS

**Taco Salad . . . . . \$8.95**

Topped w/ your choice of steak, ground beef or chicken, lettuce, tomatoes, beans, sour cream, cheese & served in our crispy totilla bowl

**Grilled Chicken Salad . . . . . \$8.95**

Grilled strips of chicken on a bed of fresh lettuce, tomatoes, onions & cheese

**Garden Salad . . . . . \$6.25**

Fresh lettuce, tomatoes, onions, bell pepper & lemon

## CALDOS / SOUPS -

**Caldo de Pollo . . . . . \$9.25**

Homemade beef or chicken soup w/ garden fresh vegetables, served w/ spanish rice diced onion, cilantro & your choice of corn or flour tortillas

**Caldos To Go**

1/4 Gallon \$9.90 1/2 Gallon \$17.95 1 Gallon \$33.50

## TACOS / TACOS -

Extras - Sour Cream or Cheese \$0.50 Avocado \$0.75 Guacamole \$1.00

**Tacos . . . . . Corn Tortilla .. \$2.50 Flour Tortilla . . . \$2.95**

Your choice: *Steak, Pork, Ground Beef, Chicken, Shredded Beef or Avocado*

**Tacos de Lengua . Beef Tongue .. \$2.75 Flour Tortilla . . . \$2.95**

**Tacos de Huevos Con Chorizo . Mexican Sausage w/ Eggs . \$2.95 Flour Tortilla \$3.25**

**Tacos de Chorizo . Mexican Sausage .. \$2.75 Flour Tortilla \$2.95**

**Tacos de Lomo . Ribeye Steak .. \$3.25 Flour Tortilla . . . . . \$3.50**

**Tacos Dinner Plate . . . 3 Tacos \$8.99 Flour Tortilla . . . \$9.99**

Your choice: *Steak, Pork, Ground Beef, Chicken, Shredded Beef or Avocado*  
Served w/ spanish rice & beans

**Tacos Especial Dinner Plate 3 Tacos \$10.25 Flour Tortilla \$10.99**

Your choice: *Lengua, Shredded Beef, Chorizo or Huevos con Chorizo*  
Served w/ spanish rice & beans

**Tacos de Lomo a la Parrilla Dinner . \$11.25 Flour Tortilla \$11.99**

Tenderloin tacos garnished w/ avocado dip, diced onions & cilantro  
Served w/ spanish rice & beans

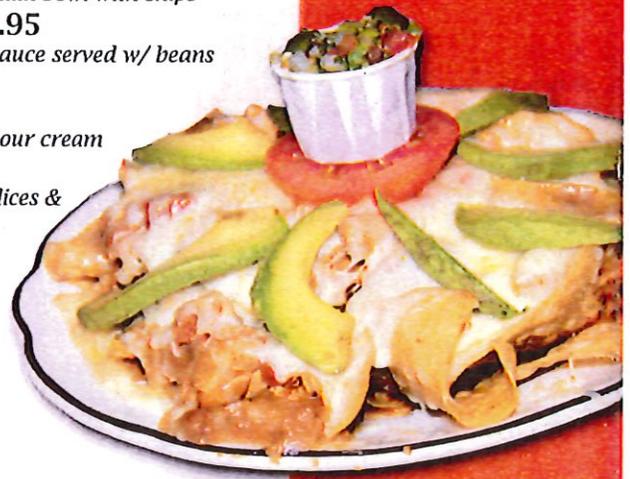
**Mini Mex Taquitos . \$7.99 Flour Tortilla \$8.99**

5 Mini tacos w/ your choice of Steak, Pork, Chorizo or Shredded Beef served w/ frijoles de la olla

**Gorditas . . . . . \$2.99 Each w/meat**

Fresh corn dough stuffed with your choice of meat, cheese and sauteed poblano peppers

# Jalisco



Grilled Chicken Salad



Caldo de Pollo



Gorditas

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness

Dinner Plate

# TRY OUR DELICIOUS BURRITOS

All burritos are made w/ beans, lettuce & tomatoes

Extras for Burritos **Avocado** \$1.50 **Sour Cream or Cheese** \$0.85 **Guacamole** \$2.00

- Burrito Regular** ..... \$6.99  
*Your choice of Steak, Chicken, Ground Beef, Pork or Shredded Beef*
- Burrito Suizo** ..... \$8.25  
*Your choice of Steak, Chicken, Ground Beef, Pork or Shredded Beef*
- Burrito Con Chorizo** ..... \$9.25  
*Mexican Sausage*
- Burrito De Lomo** .. \$9.75      **Burrito De Lengua** .. \$9.75  
*Ribeye Steak*                                      *Beef Tongue*
- Burrito Mojado** ... \$7.25  
*Burrito stuffed w/ rice, boiled beans and cheese covered w/ bean sauce*
- Burrito Frijoles Con Aguacate (Vegetarian)** ..... \$7.25  
*Beans & Avocado*
- Burrito Arroz y Frijoles (Vegetarian)** ..... \$6.25  
*Rice & Beans (Frijoles)*
- Burrito Dinner** ..... \$9.95  
*Our Famous Burrito Served w/ Guacamole, Sour Cream Spanish Rice & Beans*
- Burrito Suizo Dinner** ..... \$10.95  
*Our Famous Burrito Suizo Served w/ Guacamole, Sour Cream Spanish Rice & Beans*

# Jalisco



Burritos

## TOSTADAS, TAMALES & TORTAS

- Tostadas** ..... \$3.50  
*Golden crisp taco shell layered w/ refried beans, lettuce, tomatoes, cheese & sour cream*  
*Your choice of Steak, Ground Beef, Chicken, Chorizo, Shredded Beef or Avocado*
- Tostada Dinner** ..... \$9.25  
*3 Tostadas served w/ spanish rice & beans*  
*Your choice of Steak, Ground Beef, Chicken, Chorizo, Shredded Beef or Avocado*
- Tamales** ..... \$10.75  
*3 Tamales made w/ Pork or Chicken served w/ spanish rice & beans*
- Torta** ..... \$7.25 w/ Cheese \$7.95  
*Dressed w/ refried beans, sour cream, avocado, lettuce & tomatoes*  
*Steak, Ground Beef, Chicken, Chorizo, Shredded Beef, Jamon (Ham), Milanesa de Res O de Pollo (Breaded Steak or Chicken)*
- Torta Dinner** ..... \$9.25 w/ Cheese \$9.95  
*Mexican Sandwich served w/ spanish rice & beans*  
*Steak, Ground Beef, Chicken, Chorizo, Shredded Beef, Jamon (Ham), Milanesa de Res O de Pollo (Breaded Steak or Chicken)*



Tostadas

## ANTOJITOS MEXICANOS

*These dinners include rice, beans & salad. Enchiladas & Chimichangas are Served w/ a side of sour cream*

- Enchiladas Rojas de Queso** ..... \$9.75  
*3 rolled up tortillas in our red enchilada sauce & filled w/ cheese*  
*Chicken, Ground Beef, Steak, Shredded Beef or Pork* ..... \$10.95
- Enchiladas Suizas de Pollo** ..... \$10.95  
*3 rolled up tortillas in our green enchilada sauce & filled w/ your choice of meat & cheese*  
*Cheese only* ..... \$9.75
- Enchiladas de Mole Poblano con Pollo** ..... \$10.95  
*3 rolled up tortillas in our mole poblano sauce & filled w/ your choice of meat & cheese*  
*Cheese only* ..... \$9.75
- Enchiladas a la Plancha** ..... \$9.75  
*3 rolled up tortillas in our red sauce grilled & filled w/ cheese*  
*W/ Meat* ..... \$10.95
- Enchiladas Ranchera** ..... \$9.75  
*3 rolled up tortillas filled w/ your choice of Chicken, Steak or Ground Beef & cheese covered w/ Ranchera sauce*
- Chimichangas** ..... \$9.99  
*3 Tortillas fried & filled w/ cheese & your choice of Steak, Chicken or Ground Beef*
- Flautas** ..... \$9.99  
*3 Tortillas rolled, fried & filled w/ your choice of Chicken or Shredded Beef*
- Combinacion** .. \$9.99      **Jalisco Combinacion** ... \$10.95  
*1 Taco, 1 Tostada, 1 Cheese Enchilada*      *1 Pork Tamal, 1 Chimichanga, 1 Flauta*



Chimichangas



Enchiladas

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness

## SIDE ORDERS

Frijoles / <b>Beans</b> .....	\$2.25
Arroz / <b>Rice</b> .....	\$2.25
Arroz y Frijoles / <b>Rice &amp; Beans</b> ..	\$4.25
Side of <b>Guacamole</b> .....	\$1.75
Order of <b>Avocado</b> (Half).....	\$1.75
Order of Crema .....	\$1.75
Side of Crema/ <b>Sour Cream</b> .....	\$1.00
Side of Queso/ <b>Cheese</b> .....	\$1.00
Order of Queso .....	\$1.95
Order de Papas Fritas / <b>Fries</b> ..	\$2.95
Side of <b>Jalapenos</b> .....	\$0.95
Order of <b>Tortillas</b> .....	\$1.50

## A La Carte

Cheese Enchilada	\$2.25	w/Meat	\$2.95
Quesadilla .....	\$1.95	w/Meat	\$2.95
Tamal .....	\$2.95		
Flauta .....	\$2.95		
Chimichanga .....	\$3.75		

Please allow **15-20 mins** for preparation for the following items

Sopes .....	\$2.99
Gorditas .....	\$2.99

## POSTRES / DESSERTS -

Sopapillas.....	\$6.25
<i>Mexican crepe filled w/ Strawberry, Bananas &amp; Cream</i>	
Flan de Vanilla... ..	\$3.95
<i>Vanilla custard served w/ vanilla liquor</i>	
Cheesecake & Pasteles .	\$3.95
<i>Cakes</i>	

## LICUADOS / MILKSHAKES -

Our Milkshakes are prepared only Real milk & Natural fruit flavors  
Banana, Strawberry, Chocolate, Coconut & Vanilla .....



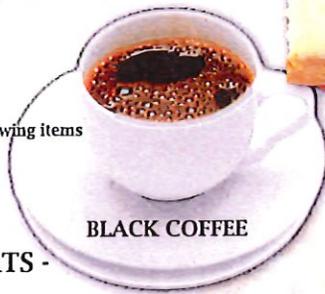
QUESADILLA



CHEESECAKE



TAMALES

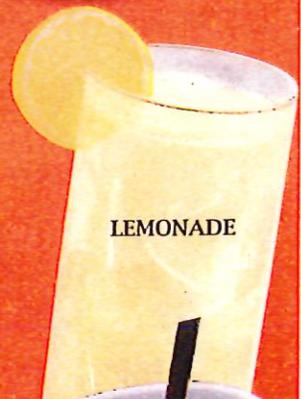


BLACK COFFEE



FLAN

MILKSHAKES



LEMONADE

## BEBIDAS / BEVERAGES -

Horchata .. Glass	\$2.95	Pitcher	\$9.75
Hot Tea ..	\$1.95	Iced Tea	\$1.95
Cafe .....	\$1.95	Milk ...	\$2.50
Can Sodas	\$1.75	Rootbeer	\$3.50
Lemonade . Glass	\$2.95	Pitcher	\$9.75



## GOURMET BEVERAGES /

100% CERTIFIED ORGANIC GANODERMA -  
Black Coffee \$2.85 Latte \$3.50 Mocha \$4.50  
Hot Chocolate \$4.50 Green Tea \$2.95

## SPECIAL ITEMS TO GO /

Chips & Salsa	\$4.25	Large Salsa (9oz.)	\$2.95	Chips	\$2.95
	<b>Rice</b>	<b>Beans</b>	<b>Salsa</b>	<b>Horchata</b>	
1/4 Gallon	\$9.00	\$9.00	\$8.00	\$8.00	
1/2 Gallon	\$17.00	\$17.00	\$15.00	\$15.00	



HORCHATA

# Jalisco

## ESPECIALIDAD DE LA CASA

These dinners are served w/ rice, beans & 1 order of corn or flour tortillas

- Carne Asada** ..... \$14.75  
*Butterfly cut tender skirt steak cooked to your taste*
- Carne Asada a la Tampiquena** .. \$15.95  
*Butterfly cut tender skirt steak cooked to your taste served w/ cheese enchilada & guacamole*
- Tampiquena de Pollo** ..... \$14.95  
*Grilled chicken breast served w/ cheese enchilada & guacamole*
- Costillas de Res a la Plancha** .... \$11.95  
*Grilled Beef Ribs*
- Milanesa de Res o Pollo con Papas Fritas** ..... \$13.75  
*Breaded Ribeye Steak or Chicken Breast served w/ french fries*
- Fajitas de Steak o de Pollo** ..... \$14.95  
*Skirt Steak or Chicken Breast w/ grilled slices of onions, tomatoes & bell pepper*
- Fajitas Combinadas** ..... \$16.95  
*Skirt Steak & Chicken Breast w/ grilled slices of onions, tomatoes & bell pepper*
- Lomo de Res en Chile de Arbol.** .. \$12.95  
*Chopped Ribeye Steak in exotic chile de arbol sauce (Very Hot)*
- Bistec con Rajas y Queso** ..... \$12.95  
*Chopped Ribeye Steak w/ slices of Poblano pepper, tomatoes, onions & melted cheese*
- Lengua de Res en Salsa Verde o Ranchera** ..... \$12.95  
*Beef tongue in green tomato or Ranchera sauce*
- Chiles Rellenos de Queso** ..... \$12.95 **1 Pepper Dinner \$8.50**  
*2 green Poblano peppers stuffed w/ cheese, coated w/ egg battered & golden fried*
- Pollo en Mole Poblano** ..... \$12.95  
*Chicken topped w/ homemade mole Poblano sauce (Mild)*
- Bistec Ranchero** ..... \$12.95  
*Steak w/ Ranchera sauce, hot peppers, tomatoes & onions*

- PARRILLADA REGULAR** Please allow 15-20 mins for preparation  
*Beef Ribs, Steak & Mexican sausage served w/ rice beans, guacamole, pico de gallo*  
*Your choice of corn or flour tortillas*
- 1 Person ..... \$16.95  
 2 Person ..... \$30.00  
 4 Person ..... \$57.00

- PARRILLADA COMBINATION** Please allow 15-20 mins for preparation  
*Beef Ribs, Steak, Chicken Legs, Pork Loin & Mexican sausage*  
*served w/ rice beans, guacamole & pico de gallo*  
*Your choice of corn or flour tortillas*
- 1 Person ..... \$17.00  
 2 Person ..... \$32.50  
 4 Person ..... \$64.95

## DESAYUNOS / BREAKFAST

Served w/ rice, beans, 1 cheese quesadilla & your choice of corn or flour tortillas

- Jalisco Desayuno Especial** ..... \$9.95  
*2 Sunny side up eggs & broiled Ribeye Steak in exotic chile de arbol (Very Hot)*
- Machacado con Huevo** ..... \$8.95  
*Scrambled eggs w/ shredded beef, tomatoes & onions*
- Huevos Nortenos** ..... \$7.99  
*Scrambled eggs w/ shredded beef & tomatoes sauce served w/ beans*
- Huevos Rancheros** ..... \$7.95  
*Sunny side up eggs covered w/ Ranchera sauce*
- Huevos a la Mexicana** ..... \$7.95  
*2 Scrambled eggs w/ chopped tomatoes, onions & green peppers*
- Huevos con Chorizo** ..... \$7.95  
*Scrambled eggs w/ Mexican sausage*
- Huevos Divorciados** ..... \$7.95  
*2 Sunny side up eggs. 1 w/ Red sauce & 1 w/ Green sauce served w/ rice & beans*

# Jalisco



Pollo en Mole Poblano



Parillada



Huevos a la Mexicana

Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness

# Jalisco

## NEW TO THE MENU /

- Camarones a la Diabla** ..... \$14.95  
*Shrimp cooked to perfection & topped w/ spicy Diabla sauce  
Served w/ spanish rice, salad & tortillas*
- Camarones a la Plancha** ..... \$14.95  
*Shrimp grilled in garlic butter to perfection  
Served w/ spanish rice, salad & tortillas*
- Camarones a la Mojo de Ajo** ..... \$14.95  
*Grilled shrimp to perfection & topped w/ garlic & butter  
Served w/ spanish rice, salad & tortillas*
- Camarones Rancheros** ..... \$14.95  
*Grilled shrimp to perfection & topped w/ Rancheros sauce  
Served w/ spanish rice, salad & tortillas*
- Caldo de Camaron** ..... \$11.95  
*Mexican style Shrimp soup w/ vegetables*
- Burrito de Camaron** ..... \$9.25  
*Shrimp Burrito **Dinner** \$10.95 **Add Suizo** \$1.00*
- Fajitas de Camaron** ..... \$16.95  
*Shrimp Fajitas **2 Meats** \$17.95 **3 Meats** \$18.95*
- Coctel de Camaron** ..... \$9.75  
*Shrimp Cocktail **Large** \$17.50*
- Cheese Burger & Fries** ..... \$4.85  
*Cheese burger served w/ french fries*
- Mexican Hamburger w/ Avocado** \$6.25  
*Mexican style hamburger w/ avocado & jalapenos*
- Quesadillas con Rajas de Poblano** \$9.75  
*3 flour tortillas filled w/ Monterey cheese, sauteed onions & poblano peppers*
- Lomo de Puerco in Salsa Verde** .. \$11.95  
*Grilled Pork loin & topped w/ green sauce*

## NEW DRINKS /

- Mojitos** ..... \$8.25
- Miami Vice** ..... \$8.25
- Cozumel Caribe** ..... \$8.25
- Bloody Mary** ..... \$8.25
- Sex on the Beach** ..... \$8.25
- Cancun Caribe** ..... \$8.25
- Payay** ..... \$18.95
- Tequila Sunrise** ..... \$8.25
- Pina Colada** ..... \$8.25
- Michelada** ..... \$5.95
- Margaritas Small \$5.75 ... Large \$7.75**  
*Lime, Strawberry, Raspberry, Peach, Banana & Orange  
**Margarita Pitchers \$22***
- Wines** ..... \$4.00  
*White Zinfandel, Lambrusco, Merlot & Chardonnay*
- Imported Beers** ..... \$3.95  
*XX Amber, XX Special, Bohemia, Carta Blanca, Modelo Especial  
Modelo Negro, Tecate, Corona Extra, Corona Light*
- Domestic Beers** ..... \$3.25  
*Miller High Life, Miller Genuine Draft, Budweiser  
Miller Lite, Sharp, Bud Light*



Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.