



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

Tuesday, October 03, 2023

COMMITTEE MEETING NOTICE

AD 12

PALMA, Ruperta, Agent
PALMA RESTAURANT LLC
821 W LINCOLN 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.

Tuesday, October 17, 2023 at 10:15 AM

The access code is <https://meet.goto.com/428236653>. If you wish to call in: **+1 (571) 317-3122** and use Access Code: **428-236-653**. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer License Applications as agent for "PALMA RESTAURANT LLC" for "Fiesta Garibaldi" at 821 W LINCOLN 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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov



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MILWAUKEE POLICE DEPARTMENT
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS
SYNOPSIS

DATE: 08/25/23
LICENSE TYPE: BTAVN
NEW:
RENEWAL: X

No. 355743
Application Date:
Expiration Date:

License Location: 821-23 W Lincoln Ave
Business Name: Fiesta Garibaldi

Aldermanic District: 12

Licensee/Applicant: Escobar, Valdemar
(Last Name, First Name, MI)
Date of Birth: 12/09/67

Male: X **Female:**

Home Address: 11470 W Balboa St
City: Franklin Wi **Zip Code:** 53132
Home Phone: (414) 383-1506

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

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

1. On 8-14-1990, Valdemar Escobar was arrested in Milwaukee County for the following:

Charge : Operating while Intoxicated
Finding : guilty
Sentence : drivers license suspended for 6 months
Date : 8-15-90

2. On 5-8-1995, Valdemar Escobar was issued a Milwaukee Municipal Court Citation for the following:

Charge : False Burglar Alarm
Finding : guilty
Sentence : fined \$140.00
Date : 9-23-1996
Case : 95053910

3. On 8-17-1995, Valdemar Escobar was arrested in Milwaukee County for the following

Charge : Battery
Finding : guilty
Sentence : 90 days House of Correction – sentence was suspended
Date : 3-4-1996
Case : 95CM510345

4. On 7-19-1996, Valdemar Escobar was issued a Milwaukee Municipal Citation for the following:

Charge : Sanitary Requirements
Finding : guilty
Sentence : fined \$150.00
Date : 8-19-1996
Case : 96078640

5. On 8-29-03, Valdemar Escobar filed an application for a Class B Tavern license, for the premises Fiesta Garibaldi, 5108 West Bluemound Road. Along with the application, the subject filed the required form, Auxiliary Questionnaire. Question #2(a) of this form asks, "Have you ever been convicted of any offenses (other than traffic unrelated to Alcohol Beverages), for violations of any federal laws, any Wisconsin laws, or laws of any other states?" Question #2(b) asks, "Have you ever been convicted of any violation of any municipal ordinances?" The applicant answered "No" to both of these questions. He signed the application and swore before a Notary Public that the answers were true and correct. Based on applicant's conviction record, as shown above in this report, both of these answers were false statements, contrary to City Ordinance #90-5-2(a). It should be noted that twice previously, the applicant filed false statements on Auxiliary Questionnaires, and was instructed to file amended applications, which he did on 9-18-1996, and 9-4-02. He was previously warned about filing false statements on the Auxiliary Questionnaire. He was instructed on 9-8-03, to again file an amended application in connection with this application.

Charge : Truth of Statements & Affidavits – Falsifying
Finding : Guilty, Municipal Court
Sentence : Fined \$200.00
Date : 10/30/2003
Case : 03142468

6. On 5-31-2005 Valdemar Escobar was charged in Milwaukee Circuit Court with the following:

Charge : a. Child Abuse-Recklessly Cause Harm (Felony)
 : b. Battery (Misdemeanor)
Finding : a. Dismissed (Read in)
 : b. Guilty
Sentence : b. House Of Correction 9 Months, Stayed, Probation for 2 years and Fined \$500.00
Date : Both 8-10-2005
Case : 2005CF003112

7. On 10-27-05, applicant received a citation for B & Z Violations at 2239-2243 S 13th St.

Charge: B & Z Violations
Finding: Guilty
Sentence: Fined \$320.00
Date: 07/06/06
Case: 06051321

8. On 11-06-05, applicant received citations for Permit Person to Tend Bar w/o License and Tavern Amusement License Required at 5108 W Bluemound Avenue.

Charge: Permit Person to Tend Bar w/o License
Tavern Amusement License Required
Finding: Guilty on both charges
Sentence: Fined \$250.00 on each citation
Date: 01/31/06
Case: 05121646
05121649

9. On 01-18-06 at 11:04pm, applicant received a citation for Sale of Alcohol to Underage Person at 5108 W Bluemound.

Charge: Sale of Alcohol to Underage Person
Finding: Guilty
Sentence: Fined \$85.00
Date: 03/22/06
Case: 06021316

10. On 02-28-06 at 3:50pm, applicant received a citation for State Code Violations at 5108 W Bluemound.

Charge: State Code Violations
Finding: Guilty
Sentence: Fined \$408.00
Date: 05/18/06
Case: 06041350

Applicant is currently on probation for 940.19 (1) until 10/27/07.

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11. On 11/15/06 at 2:15 pm, Milwaukee Police were conducting underage alcohol buys and had a police aide, who is under the age of 21, entered 5108 W Bluemond, Fiesta Garibaldi to purchase alcohol. The aide ordered two Miller beers and one margarita and received them from the bartender, identified as Maria Escobar, without being asked for any identification. Escobar received a citation for Sale to Underage.

Charge: Sale to Underage Person
Finding: Guilty
Sentence: Fined \$160.00
Date: 01/03/07
Case: 06125632

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12. On 05/07/08, Milwaukee police were checking taverns for sales of alcohols to minors and had an underage person enter 5108 W Bluemound. The underage patron asked for and received a 12 oz bottle of Corona beer from the bartender without being asked for any ID. The licensee, Valdemar Escobar was also with bartender at the time of the violation. Escobar was issued a citation for Sale To Underage Prohibited.

Charge: Sale of Alcohol To Underage Person
Finding: Guilty
Sentence: Fined \$160.00
Date: 06/25/08
Case: 08061234

- On 12/19/07, applicant was convicted of OWI in Milwaukee County. His license was revoked for 6 months.
- =====

13. On 09/30/08 at 5:32 pm, Milwaukee police were conducting Sales of Alcohol To Minors and had a police aide, who is under the age of 21, enter 5108 W Bluemound in attempts to purchase alcohol. The bartender identified as Jorge E Lozano-Briones sold a bottle of Budweiser without asking for any ID. When questioned by police, it was found that Lozano-Briones did not have a valid bartenders license and he was issued a citation. The licensee, Valdemar Escobar, was not on scene and employees on scene did not know how to contact him. Attempts by police to make contact via phone were unsuccessful. There was no licensed bartender on scene and another employee had to be called so the business could continue to serve alcohol. Escobar was cited for Sale of Underage Prohibited and Licensee's Responsibility.

As to Escobar:

Charge: Sale of Alcohol To Underage Person
Class B Licensee's Responsibility
Finding: Dismissed w/o prejudice
Guilty
Sentence: Fined \$300.00
Date: 02/18/09
Case: 08129742
08129743

14. On 10/19/08 at 10:38 pm, Milwaukee police conducted a License Premise check at 5108 W Bluemound Road. Officers spoke to Bertin Arce who stated he was currently in charge of the establishment. Arce stated that the licensee, Valdemar Escobar, was not on scene and that there was no licensed bartender there. Arce stated the he was just waiting until his customers were done and that he was acting as bartender but that he had not served anyone since the licensed bartender left. Officers spoke to the licensee Valdemar Escobar regarding no licensed bartender on scene and Escobar stated he left the business at 9:45 pm and that his licensed bartender was on scene at that time. Escobar advised this was the second time the business was found to not have a licensed bartender on scene and a citation was issued.

Charge: Licensee's Responsibility
Finding: Guilty
Sentence: Fined \$100.00
Date: 02/18/09
Case: 08140068

15. On 04/07/09, applicant received a citation for Zoning Violations at 5106-18 W Bluemound Road.

Charge: Zoning Violations
Finding: Guilty
Sentence: Fined \$334.00
Date: 11/17/09
Case: 09075074

16. On 07/21/09, applicant received a citation for Zoning Violations at 5106-18 W Bluemound Road.

Charge: Zoning Violations
Finding: Guilty
Sentence: Fined \$334.00
Date: 11/17/09
Case: 09122410

17. On 09/26/09 at 8:57 pm, Milwaukee police observed a disturbance in front of 821 W Lincoln. Officers approached the tavern and observed two patrons inside standing chest to chest engaged in a verbal argument. Officers entered the tavern and separated the two patrons, one of which smelled strongly of alcohol beverages. A check of the business revealed there was no licensed bartender on scene and the licensee, Valdemar Escobar was cited for Class D Operator License Required.

Charge: Class D Operator License Required
Finding: Guilty
Sentence: Fined \$356.00
Date: 01/20/10
Case: 09159359

- On 07/28/08, applicant was convicted of OWI in Milwaukee County. His license was revoked for 3 years.

Applicant currently has two open warrants for items 15 & 16. Letter was mailed on 11/04/09.
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Items 15, 16 & 17 were previously reported, disposition now added on 10/05/10.

18. On 11/02/09, applicant received two citations for Zoning Violations at 5106-18 W Bluemound.

Charge: Zoning Violations (two citations)
Finding: Guilty on both
Sentence: Fined \$334.00 each citation
Date: 01/07/10
Case: 09158961
09158962

19. On 01/20/10, applicant received two citations for Zoning Violations at 5106-18 W Bluemound.

Charge: Zoning Violations (two citations)
Finding: Guilty on both
Sentence: Fined \$334.00 each citation
Date: 04/08/10
Case: 10015287
10015288

20. On 04/23/09, applicant received two citations for Zoning Violations at 5106-18 W Bluemound.

Charge: Zoning Violations (two citations)
Finding: Guilty on both
Sentence: Fined \$345.00 & \$170.00
Date: 03/22/11
Case: 10058856
10058857

21. On 08/04/10, applicant received a citation for Zoning Violations at 5106-18 W Bluemound.

Charge: Zoning Violations
Finding: Guilty
Sentence: Fined \$345.00
Date: 03/22/11
Case: 10105921

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Dispositions on the above citations (10058856 & 57, 10105921) were updated on 09/12/11

22. On 08/11/10, applicant received a citation for Annual Fire Inspection Required at 2239 S 13th Street.

Charge: Annual Fire Inspection
Finding: Guilty
Sentence: Fined \$270.00
Date: 03/22/11
Case: 10106636

23. On 10/08/10, applicant received a citation for Registration Stmt Required-Vacant Building at 2239 S 13th Street.

Charge: Registration Stmt Required-Vacant Building
Finding: Guilty
Sentence: Fined \$300.00
Date: 01/06/11
Case: 10123682

24. On 05/11/11, applicant received a citation for Building Code Violations at 2239 S 13th Street.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fined \$3,050.00
Date: 10/13/11
Case: 11089079

25. On 08/11/10, applicant received a citation for Annual Fire Inspection Required at 5106-18 W Bluemound.

Charge: Annual Fire Inspection Required
Finding: Guilty
Sentence: Fined \$270.00
Date: 03/22/11
Case: 10106636

A letter was mailed out on 10/05/10 regarding the outstanding warrants.

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The last two items were previously reported; dispositions were now added on 11/02/12.

26. On 03/16/11, applicant received a citation for Building Code Violations at 5106 W. Bluemound.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fined \$1,020.00
Date: 05/29/12
Case: 11103601

27. On 10/06/11 at 11:30 am, Milwaukee police conducted a License Premise Check at 821 W Lincoln because officers were aware that the business' liquor license had expired. Officers spoke with Valdemar Escobar who stated he was aware that his license was expired, however he was in the process of renewing it. Valdemar stated he has several restaurants and they are under different names and that he lost track of which license was in need of renewing. Officers asked Valdemar where he has been purchasing his alcohol since distributors will not sell to him without a valid license to which Valdemar responded he has been purchasing his liquor wholesale at Oklahoma Liquor. Due to this admission, officers were able to determine that Valdemar has been operating as a Class B establishment since the expiration of his license in 2010. Valdemar was cited and advised that he can no longer operate as a Class B establishment until his liquor license was renewed and issued. Officers also made a referral to ATF Agent King regarding the purchase of liquor from a retail dealer. King stated she would follow up at the establishment in the next week.

Charge: Liquor License Required
Finding: Guilty
Sentence: Fined \$3,224.00
Date: 12/02/11
Case: 11123376

28. On 10/07/11 at 4:00 pm, Milwaukee police conducted a License Premise Check at 821 W Lincoln Avenue. Officers spoke with Valdemar Escobar and advised him that his Class B Tavern License was expired and that he could not sell alcohol until he received a valid Class B Tavern license. Valdemar stated he understood and was told he could not sell since officers advised him on October 6th, 2011. Officers requested copies of Valdemar's recent alcohol purchases from wholesalers or otherwise. Valdemar stated he did not keep receipts of such transactions. Valdemar was advised to keep these receipts on premise and that when requested he must provide them and failing to do so may result in a citation. Valdemar was also advised to remove any alcohol bottles located in plain view.

29. On 10/07/11 at 7:24 pm, Milwaukee police conducted a License Premise Check at 821 W Lincoln Avenue to ensure that alcoholic beverages were not being sold. Officers spoke with Valdemar Escobar in Spanish. Escobar told officers that on 10/06/11, two officers came into the business and advised him that he could not sell alcoholic beverages due to his Class B Tavern license being expired. Valdemar stated he had a hard time understanding the police. Escobar further stated that on police were there earlier in the day checking to make sure alcohol beverages were not being sold to which Escobar stated he was aware of the situation and that no alcohol was being sold. Officers asked Escobar if he was informed that no alcohol could be displayed during the restaurant hours of operation due to the fact his Class B Tavern license was expired, to which Escobar stated he was not informed. Escobar stated he would assure that no bottles containing alcohol would be displayed until his license was renewed. He further stated that his license was not renewed because of a \$3,000 lien on his license by the IRS. Escobar stated that he paid the lien and submitted his application to renew the license and that he was waiting for the next city council meeting on 10/11/11. Escobar was further warned that if he police found him to be selling alcohol that he could be cited for the offense.

30. On 12/06/11 at 1:45 pm, Milwaukee police, along with an agent from ATF, conducted a License Premise Check at 821 W Lincoln Avenue. Officers found that the businesses Class B Tavern license was expired and spoke with Valdemar Escobar in regards to having no valid license. Agent King spoke to him regarding bottles of alcohol and beer in the business. Escobar provided one receipt with eleven bottles of liquor purchased from an alcohol distributor. Escobar stated that other bottles of alcohol were either purchased from a retail liquor store, Oklahoma Liquor, or have been there for a couple of years because he does not sell liquor very often. Two bottles were found to be contaminated and were disposed of right on scene. Agent King counted 57 opened bottles and six sealed bottles of liquor that Escobar did not have receipts for proof of purchase from a distributor. These bottles were confiscated and Agent King advised Escobar that he needs to comply with the purchasing of alcohol and liquor from a distributor.

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31. On 10/15/12, applicant received a citation for Building Code Violations at 5106 W Blue Mound Road.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fined \$1,520.00
Date: 10/01/13
Case: 13040718

32. On 01/10/13 at 8:46 am, Milwaukee police investigated a Burglary complaint at 821 W Lincoln Avenue. An unknown actor punched a hole in the glass door, was able to reach inside and unlock the door. The actor removed cash from the cash register and more cash from the rear office. A report was filed.

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33. On 01/20/2015 Milwaukee police responded to an armed robbery complaint at 821 West Lincoln Avenue (Fiesta Garabaldi). Investigation revealed the business was robbed by two unknown subjects. Milwaukee police incident report # 150200160 filed.

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34. On 06/05/2017 officers investigated a burglary at 821 W. Lincoln Av. The suspects used a brick to break the front door window. Three suspects entered and removed money and alcohol. The applicant was cooperative and allowed officers to obtain the video surveillance.

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35. On 11/06/2020 the applicant was cited in the City of Milwaukee at 1937 W. Forest Home Av. for:

Charge 1: Food Dealers License Required
2: Food License-Inspect Placard Intact
3: Mask Required Indoors-Building Owner/Operator

Finding1& 2: Guilty
3: Dismissed without Prejudice
Sentence: Fine
Date: 10/18/21
Case 1: 20043597
2: 20043598
3: 20043599

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Item #35 updated with Disposition

Previous Premise

Date:09/13/23
Officer: P.O. Diener

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

Name of Premise: Fiesta Garibaldi
Address: 821 W Lincoln Av
Phone: 414-645-4552

Owner: Ruperta Parma-Bravo
Owner address: 3116 S 16th St
City State Zip: Milwaukee, WI 53215
Owner Phone: 414-712-9343
Owner email: PalmarestaurantLLC@gmail.com

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

Preferred contact: Same

Location currently open: ☒ YES ☐ NO

Projected open date:

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

Hours of Operation: Sun: 9a-11p ☐24 hours ☐Y ☒N
Mon: 10a-11p
Tue: "
Wed: "
Thu: "
Fri: 9a-12a
Sat: "

Premise Type: ☐ Tavern/Bar
☒ Restaurant
☐ Other:

Licenses currently held:
Alcohol: ☐ Yes ☐ No Class: #:

Tobacco: ☐ Yes ☐ No #:
 Food: ☐ Yes ☐ No #:
 Other: ☒ Yes ☐ No Type: B Manager #:
 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
 - 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. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☐ Yes ☒ No
8. Is the parking lot clean? ☐ Yes ☐ No
9. Is the parking lot well lit? ☐ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No
 - b. Will this lot have cameras? ☐ Yes ☐ No
11. Are there areas where a person could conceal themselves ☐ Yes ☒ No
12. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☒ Yes ☐ No
15. Are there exterior security cameras ☒ Yes ☐ No How Many: 2
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. VCR ☐ Yes ☐ No
 - d. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: 2 weeks
21. Are there exterior cameras ☒ Yes ☐ No How many: 2
22. Are there interior cameras ☒ Yes ☐ No How many: 4
23. Do all employees know how to retrieve recorded digital images/footage? ☒ Yes ☐ No
24. Cameras located in parking lot ☐ Yes ☐ No How many N/A

Interior Survey:

25. What is the planned/posted capacity 78
26. What is the minimum number of employees that will be on premise 4
27. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐ Yes ☒ No
28. Is the interior of the location neat and clean? ☒ Yes ☐ No
29. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
30. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
31. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
 a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

Security

32. How many security personnel are going to be employed:
33. How will they be deployed: Interior Exterior
34. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun
35. Will the security be managed by business ☐ or contracted ☐
36. Will they be armed ☐ Yes ☐ No
37. What type of security measures will be used:
☐ Wandering/metal detector
☐ ID Scanner
☐ Dress Code
☐ Cover Charge
☐ Age restriction
☐ Other
38. When at capacity, how will the overflow crowd be managed? manager
39. Will a guard monitor the overflow crowd at all times? ☐ Yes ☐ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

No plans to use security.

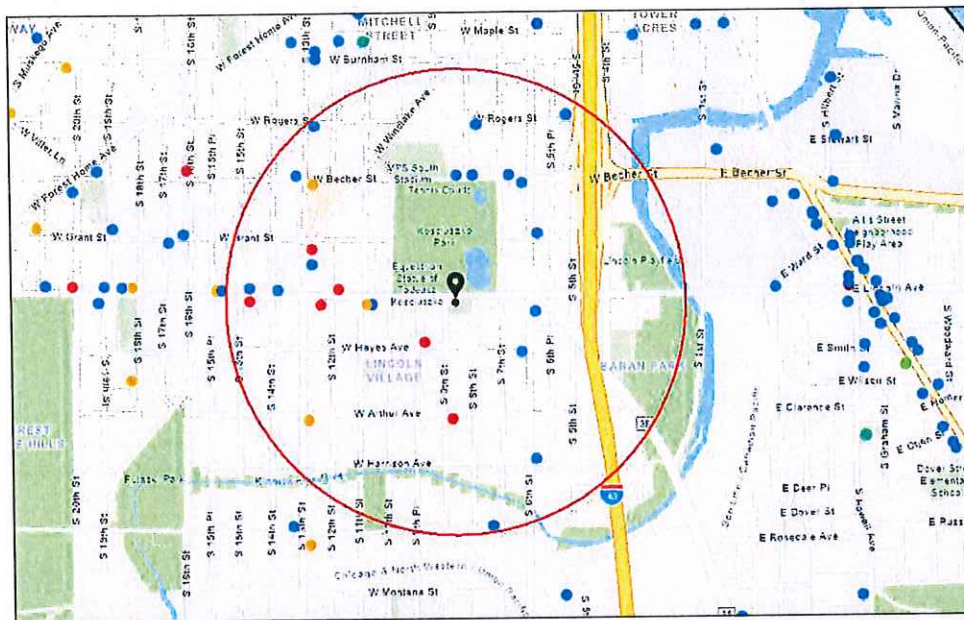


Concentration Map 821 W LINCOLN AVE

Area of Interest (AOI) Information

Area : 21,862,585.55 ft²

Aug 17 2023 15:24:17 Central Daylight Time



Alcohol Licenses (active)

- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Fermented Malt Beverage
- Class B Tavern
- Class C Wine Retailer

City Limits

1:18,056

0 0.1 0.2 0.4 m

0 0.17 0.35 0.7 km

For community data distribution, City of Milwaukee, WI Milwaukee County Land Use Inc. HERE, Google, GeoTechnologies Inc.

821 W LINCOLN AVE

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	27		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	GUANAJUAT O'S BAR	GUANAJUAT O'S BAR	FRANCISCO GONZALEZ, SR, SP	1979 S 5TH ST	Class B Tavern License	110	8/30/2023, 7:00 PM	1
2	AARAVJOT LLC	La Franja	Sukhpreet Randhawa, Agt	2366 S 9TH PL	Class A Malt & Class A Liquor License		9/18/2023, 7:00 PM	1
3	A & J POLISH DELI, INC	A & J POLISH DELI	JADWIGA T ROZAK, Agt	1215 W LINCOLN AV	Class A Malt & Class A Liquor License		10/9/2023, 7:00 PM	1
4	KOZ'S MINI BOWL, INC	KOZ'S MINI BOWL	JUSTIN J KOSAKOSKI, Agt	2078 S 7TH ST	Class B Tavern License	80	9/19/2023, 7:00 PM	1
5	Veraí S & D Inc	Danny's Liquor & Food	Dixitkumar C Patel, Agt	1132-A W LINCOLN AV	Class A Malt & Class A Liquor License		10/9/2023, 7:00 PM	1
6	Huckski's LLC	Money Pit & Bar Grill	Lanette Huck, Agt	2691 S 7th ST	Class B Tavern License	89	10/18/2023, 7:00 PM	1
7	SHORTY'S CATERING, INC	SHORTY'S CATERING & RESTAURANT	ELISA MALDONADO, Agt	2075-79 S 13TH ST	Class B Tavern License	156	9/20/2023, 7:00 PM	1
8	The Clem-Pank Group LLC	On My Way Home	DEBI DAMRON, Agt	2079 S 8th ST	Class B Tavern License	71	11/17/2023, 6:00 PM	1
9	MESA GARIBALDI, LLC	FIESTA GARIBALDI	VALDEMAR ESCOBAR, Agt	821-23 W LINCOLN AV	Class B Tavern License		12/11/2023, 6:00 PM	1
10	Kanru, Inc	Mi Super Foods & Liquor	AnkurKumar B Patel, Agt	2200 S 13th ST	Class A Malt & Class A Liquor License		12/20/2023, 6:00 PM	1
11	La Casa del Chivolin, LLC	La Casa del Chivolin	Luis Alvarez, Agt	2423 S 6TH ST	Class B Tavern License		2/7/2024, 6:00 PM	1
12	3 HERMANOS, INC	3 Hermanos Club	RAMON OROZCO, Agt	1332 W LINCOLN AV	Class B Tavern License	163	2/19/2024, 6:00 PM	1
13	Carnitas Machetes	Carnitas Machetes	Alberto Morales, SP	2000 S 8th ST	Class B Tavern License		2/5/2024, 6:00 PM	1
14	REYNA'S BAR	REYNA'S BAR	MANUEL G RODRIGUEZ, SP	2566 S 6TH ST	Class B Tavern License	80	3/21/2024, 7:00 PM	1
15	Beer Town LLC	Beer Town	PARAMJIT KAUR, Agt	1029 W Lincoln AV	Class A Fermented Malt Beverage Retailer's License		4/2/2024, 7:00 PM	1
16	El Sunami II, LLC	Sunami	Ociel Escobar Luvianos, Agt	2222 S 13TH ST	Class B Tavern License	80	4/25/2024, 7:00 PM	1
17	SHREE VERAÍ LLC	Franks Food & Liquor	Dixitkumar C Patel, Agt	2500 S 9TH ST	Class A Malt & Class A Liquor License		5/8/2024, 7:00 PM	1
18	EL ATORON LLC	EL ATORON	Everardo Gutierrez Garnica, Agt	1428 W LINCOLN AV	Class B Tavern License		5/8/2024, 7:00 PM	1

19	Good Fortune Corp	Los Amigos	Bakul H Desai, Agt	2100 S 13TH ST	Class A Fermented Malt Beverage Retailer's License		6/19/2024, 7:00 PM	1
20	Channa Sales Inc	Arthur Mini Mart	Baljeet S Channa, Agt	2500 S 13TH ST	Class A Fermented Malt Beverage Retailer's License		6/12/2024, 7:00 PM	1
21	KOTHALA, LLC	SOUTHSIDE BEER & LIQUOR	JASBIR S PANU, Agt	1434 W WINDLAKE AV	Class A Malt & Class A Liquor License		6/13/2024, 7:00 PM	1
22	Salas' Bar LLC	Sala's Bar and Beer Garden	Agustin Salas Macias, Agt	2078 S 8th ST	Class B Tavern License		6/29/2024, 7:00 PM	1
23	CEDAR INN	CEDAR INN	JOANNE M HUMSIK, SP	2178 S 6TH ST	Class B Tavern License	25	6/29/2024, 7:00 PM	1
24	Club 6 LLC	Club 6	BLAS CERDA, Agt	2101 S 6th ST	Class B Tavern License	80	6/30/2024, 7:00 PM	1
25	Ivette Sanitation LLC	Punta Cana	Maritza Ivette Pica Fuentes, Agt	2000 S 13TH ST	Class B Tavern License		7/11/2024, 7:00 PM	1
26	GUANAJUAT O'S BAR	GUANAJUAT O'S BAR	FRANCISCO GONZALEZ, SR, SP	1979 S 5TH ST	Class B Tavern License	110	8/30/2024, 7:00 PM	1
27	El Salvador Restaurant	El Salvador Restaurant	Concepcion Arias, SP	2316 S 6TH ST	Class B Tavern License	50	7/29/2024, 7:00 PM	1

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



Tuesday, October 03, 2023



Notice of Public Hearing

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PALMA, Ruperta, Agent
Fiesta Garibaldi at 821 W LINCOLN Av
Class B Tavern and Food Dealer License Applications

Tuesday, October 17, 2023 at 10:15 AM

To whom it may concern:

The above Applications 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 10/17/2023 at 10:15 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 phone or 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 Applications 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 Applications 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 Applications.
 - 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 Applications.
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 Applications your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	2317 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2318 S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2318 S 8TH ST# A	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2318 S 8TH ST# B	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2318 S 8TH ST# C	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2319 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2319A S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2321 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2322 S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2322 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2322A S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2322B S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2323 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2326 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2326A S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2327 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2327 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2327A S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2327A S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2328 S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2330 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2330A S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2331 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2331 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2331A S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2332 S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2333 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2334 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2335 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2335 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2335A S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2335A S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2336 S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2336 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2336A S 8TH ST	MILWAUKEE, WI 53215-3229
CURRENT OCCUPANT	2338 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2339 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2339 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2339A S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2339A S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2342 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2343 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2343 S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2343A S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2343A S 9TH ST	MILWAUKEE, WI 53215-3207
CURRENT OCCUPANT	2344 S 9TH ST	MILWAUKEE, WI 53215-3208

CURRENT OCCUPANT	2346 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2346A S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2349 S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2349A S 8TH ST	MILWAUKEE, WI 53215-3228
CURRENT OCCUPANT	2350 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2352 S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	2352A S 9TH ST	MILWAUKEE, WI 53215-3208
CURRENT OCCUPANT	733 W LINCOLN AVE	MILWAUKEE, WI 53215-3221
CURRENT OCCUPANT	821A W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	825 W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	827 W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	829 W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	831 W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	833 W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	835 W LINCOLN AVE	MILWAUKEE, WI 53215-3222
CURRENT OCCUPANT	905 W LINCOLN AVE	MILWAUKEE, WI 53215-3223
CURRENT OCCUPANT	905A W LINCOLN AVE	MILWAUKEE, WI 53215-3223
CURRENT OCCUPANT	909 W LINCOLN AVE	MILWAUKEE, WI 53215-3223
CURRENT OCCUPANT	913 W LINCOLN AVE	MILWAUKEE, WI 53215-3223
CURRENT OCCUPANT	915 W LINCOLN AVE	MILWAUKEE, WI 53215-3223

Blank Notice

Total Records: 66

Radius 250.0 feet and Center of the Circle: 821 W Lincoln 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

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: FULL SERVICE RESTAURANT WITH LIQUOR SERVICE

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

2. Business Operations

- a. Proposed Opening Date: 10/01/2023
- 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: CLASS B 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: SPEAKERS INSIDE RESTAURANT

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 6 Locations: BATHROOMS (2); KITCHEN (3); BAR (1)
Outside: 4 Locations: BEHIND THE BUILDING
- 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: EAGLE DISPOSAL

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? 6 and list locations: T.M.D

e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

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

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

Type 1

- | | | | |
|--|---|---|--|
| <input checked="" type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club | <input type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility | <input type="checkbox"/> Bowling Alley | |
| <input type="checkbox"/> Hotel/Motel : Number of Floors: _____
Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____
Number of Rooms: _____ | | |

Type 2

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

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

- | | | | | | |
|--|---|---------------------------------------|---|--|---|
| <input type="checkbox"/> Occupancy Permit | <input type="checkbox"/> Cigarette & Tobacco | <input type="checkbox"/> Gas Station | <input type="checkbox"/> Extended Hours | <input checked="" type="checkbox"/> Class "B" Tavern | <input type="checkbox"/> Weights & Measures |
| <input type="checkbox"/> Secondhand Dealer | <input type="checkbox"/> Precious Metal & Gem | <input type="checkbox"/> Other: _____ | | | |

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

Capacity U/K PER KIM (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☒ 1st Floor ☐ 2nd Floor ☒ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: _____

- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____

c. Nearest Major Cross Street: LINCOLN AVE.

- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____

e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 2 ☐ Other: _____

- f. Describe Surrounding Area: ☒ Commercial ☒ Residential ☐ Industrial ☐ Other: _____

g. Building Owner Name: VALDEMAR ESCOBAR Phone Number: (414)349-0200

Building Owner Address: 3621 S. CHEROKEE WAY, MILWAUKEE, WI 53221

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	9:00 am	10:00 pm	40-60	0-99	none
Monday	9:00 am	10:00 pm	40-60	0-99	none
Tuesday	9:00 am	10:00 pm	40-60	0-99	none
Wednesday	9:00 am	10:00 pm	40-60	0-99	none
Thursday	9:00 am	10:00 pm	40-60	0-99	none
Friday	9:00 am	12:00 am	40-60	0-99	none
Saturday	9:00 am	12:00 am	40-60	0-99	none

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)

X Roperta Palma
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

Legal Entity Name: **PALMA RESTAURANT LLC**

Premise Address: **821 W. LINCOLN AVE., MILWAUKEE, WI 53215**

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: **APPLICANT IS LEASING THE BUSINESS, FF&E FROM THE EXISTENT OWNER**
- 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: **MONTHLY LEASE PAYMENTS**

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.)? **PROPERTY OWNER**
- c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ **0**
- e) Total amount paid for goodwill of the business \$ **0**
- Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
- f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☒ Yes

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

- a) Date lease begins **10/01/2023** Ends **9/30/2028**
- b) Monthly rental \$ **7,500.00**
- c) Do you have an option to renew the lease? ☐ No ☒ Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? ☒ No ☐ Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? **20**

Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☒ Yes If yes, explain _____
- g) Does the present owner or occupant 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

X *Rita Palura*

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 • www.milwaukee.gov/license

Legal Entity Name: **PALMA RESTAURANT LLC**Premises Address: **821 W. LINCOLN AVE., MILWAUKEE, WI 53215****SECTION 1 TYPE OF BUSINESS**

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

☒ Restaurant Items (meals):

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

☐ Retail Items (snacks and beverages):

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

Will it be a convenience store? ☐ Yes ☐ No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

☐ Bed & Breakfast☐ Micro Market

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

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?☐ Less than 25%☐ 25% or More AND:☐ Restaurant items (meals) will be sold – Complete this application and also contact DATCP.☐ NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.**SECTION 2 FOOD PROCESSING**Will any food processing be done? ☐ No ☒ Yes

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

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? ☐ No ☒ Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: **MEAT, DAIRY PRODUCTS, POULTRY, SEAFOOD**

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

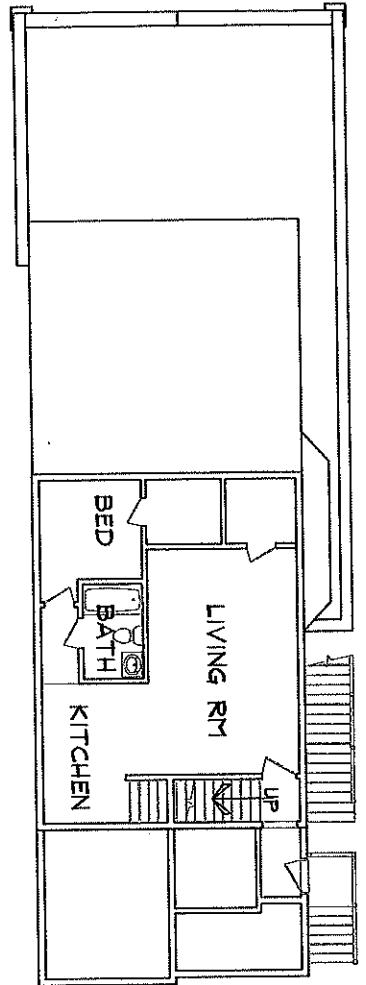
SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

- RP I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- RP 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.
- RP 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.
- RP 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.
- RP I will not operate my food business until the license has been issued and posted in the establishment.

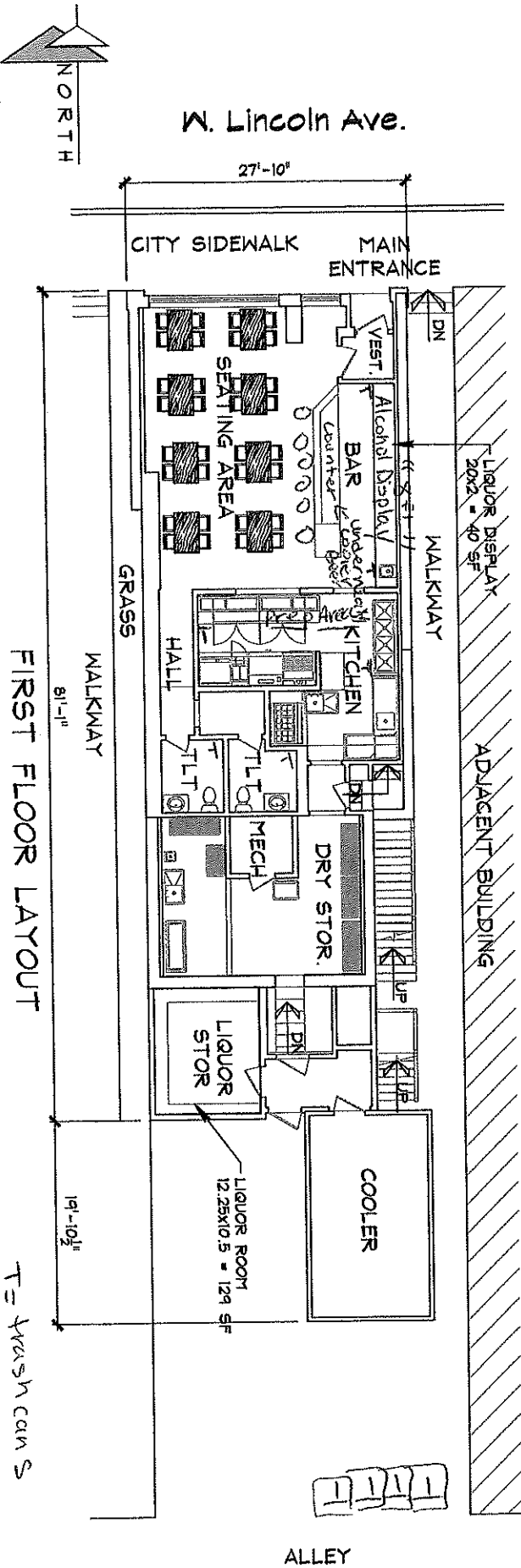
Signature of Sole Proprietor, Partner, or 20% Shareholder: X Ruperla Palma

Signature of Additional Partner: _____



MID-LEVEL APARTMENT PLAN

Total Square Footage = 617 SF

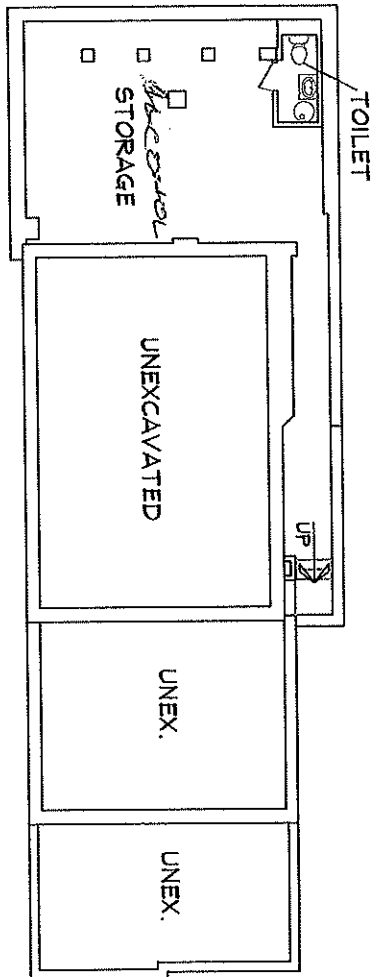


FIRST FLOOR LAYOUT

T = Trash cans

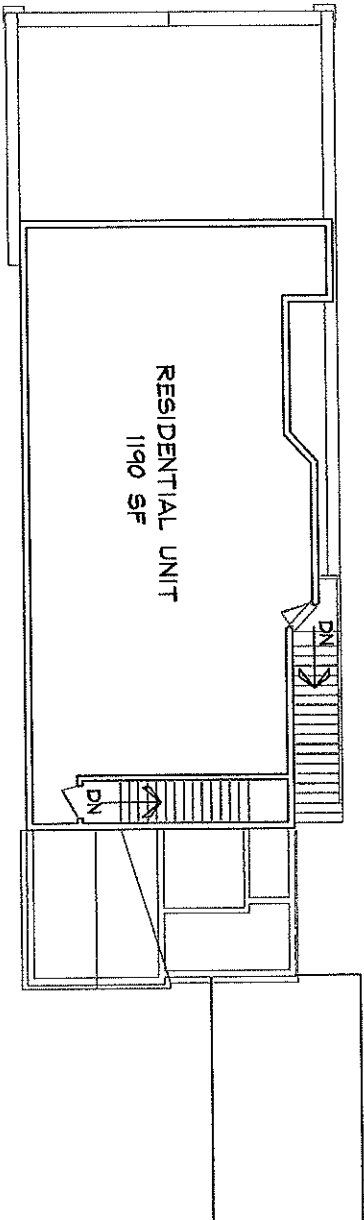
Total Square Footage = 2034 SF
Cooler = +235 SF

Academy Restaurant LLC
"Fiesta Garibaldi" Restaurant *Academy*
821 West Lincoln Ave. *Academy*
Date: August 17, 2023



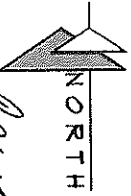
BASEMENT PLAN

Total Square Footage = 563 SF



SECOND FLOOR

Basement Storage



Alma Restaurant

"Fiesta Garibaldi" Restaurant *Alma Center, Alamo*
821 West Lincoln Ave.
Date: August 09, 2023

To your choice



Mojarra Frita

MOJARRAS / TILAPIA

Served with rice, salad, tortillas or bread.

- MOJARRA FRITA 16.99
- MOJARRA AL MOJO DE AJO 16.99
- MOJARRA A LA DIABLA 16.99
- MOJARRA ENCHIPOTLADO 16.99
- MOJARRA A LA VERACRUZANA 19.99
- MOJARRA EMPANIZADA 16.99
- Served with a zesty cocktail sauce.
- MOJARRA EMPAPELADA 24.99
- Stuffed with ceviche and then baked on aluminum foil.
- MOJARRA A LAS BRAZAS 19.99
- Char-broiled Tilapia smothered with our zesty red sauce.

BAGRE / CAT FISH

- BAGRE AL MOJO DE AJO 22.99
- Garlic Cat Fish
- Fresh from the coast sauteed with butter and garlic sauce.
- BAGRE A LA VERACRUZANA 24.99
- Veracruzana Style Cat Fish
- Sauteed with tomatoes, onions, peppers, mushrooms and chunks of pineapple.
- BAGRE EMPAPELADO 24.99
- Aluminum Foil Cat Fish
- Grill and served on a bed of tomatoes and exotic spicy chipotle peppers.

Huachinango Empanizado



HUACHINANGO / RED SNAPPER

Served with rice, salad, and tortillas or bread.

- HUACHINANGO EMPANIZADO 24.99
- HUACHINANGO AL MOJO DE AJO 24.99
- HUACHINANGO ENCHIPOTLADO 24.99
- HUACHINANGO A LA DIABLA 24.99
- HUACHINANGO EMPAPELADO 26.99
- HUACHINANGO A LAS BRAZAS 24.99
- HUACHINANGO A LA VERACRUZANA 24.99

CAMARONES / SHRIMP

- CAMARONES A LA VERACRUZANA 24.99
- Plump shrimp Veracruzana style.
- CAMARONES AL MOJO DE AJO 21.99
- CAMARONES ENCHIPOTLADOS 21.99
- CAMARONES A LA DIABLA 21.99
- CAMARONES A LAS BRAZAS 21.99
- CAMARONES A LA HAWAIIANA 21.99
- BROCHETAS DE CAMARON 24.99
- Char-broiled shrimps shish kabobs.

COCTELES / COCKTAILS

Served with crushed and chopped onions, dill and avocado.

- CAMARON (Shrimp) Sm 16.99 Lg 18.99
- VUELVE A LA VIDA Sm 17.99 Lg 19.99
- All fish ceviches combined in our cocktail sauce.
- CAMPECHANA Sm 16.99 Lg 18.99
- (Shrimp and Oysters)
- OSTIONES (Oysters) Sm 16.99 Lg 18.99
- PULPO Y CAMARON Sm 17.99 Lg 19.99
- (Shrimp & Octopus)

LANGOSTINOS

- Half Dozen 19.99
- Dozen 34.99
- CUCARACHAS 17.99



Tostadas Pulpo

DEVICHES

- Pulpo / Octopus 17.99
- Calamar / Calamari 16.99
- Camaron / Shrimp 15.99
- Pescado / Fish 15.99
- Jalisco / Crab 18.99
- Tostadas 15.99

PULPO / OCTOPUS

- PULPO AL MOJO DE AJO 20.99
- Garlic Octopus
- Marinated with butter and garlic sauce.
- PULPO A LA DIABLA 20.99
- Diablo Sauce Octopus
- Fried and marinated in spicy diablo sauce.
- PULPO ENCHIPOTLADO 20.99
- Chipotle Octopus
- Fried and marinated in spicy chipotle pepper sauce.
- PULPO A LA HAWAIIANA 20.99
- Hawaiian Style Octopus
- Fried with tomatoes, onions, pineapple, mushrooms, ketchup, mayonnaise and a sprinkle of red wine topped with melted cheese.

PULPO A LA 24.99

- VERACRUZANA Veracruzana
- Style Octopus
- Sauteed with tomatoes, onions, peppers, mushrooms and fresh chunks of pineapple.



Pulpo a la Veracruzana

Consumer Notice
Consuming raw or undercooked shellfish may increase your risk of illness and food borne illness.

Fiesta Food Bar

Sopa de Mariscos

SOPA DE MARISCOS 19.99
Shrimp, clams, fish, crab, octopus and calamari.

Conservas a la Brasas



CANARONES A LAS BRASAS 21.99
Grilled shrimps garnished with white rice, salad and potato salad.

MARGARONA DOBLE 24.99
Easy... Large lemon Margarita and two Coronita Beers! Ahhhhhh!

Conservas a la Veracruzana



Margarona Doble



SHRIMP BROCHETAS 24.99
Delicious shrimp skewers rolled in bacon, garnished with white rice, and potato salad.
CANARONES A LA VERACRUZANA 24.99
Our own and special receipt in Veracruzana sauce.

Shrimp Brochetas



Consumer Notice
Comparing beer or untreated eggs, food, poultry or seafood taken into Mexico for sale at obtaining food items from us.

a flavor experience

CERVEZA DEPINADA 17.00
Large Michelada with a bunch of cucumber strips, tamarindo stick and the best... The famous "Caguama", a family size beer. Covered with tojin, chamoy and hot sauce.

UN TRIO MEGA 33.00
The Huge trio! XL Michelada, garnished with seafood and three beers; one Corona Caguama and two of your preference.

EL DOBLETE 26.00
XL Michelada, garnished with seafood and two beers, of your preference.

PIÑA BELLENA DE MARISCOS 24.99
An exotic seafood dish! Half pineapple, stuffed with seafood pineapple chunks and creamy sauce. served with salad and fries!

Up To 40% Off



Pina Belleña de Mariscos

Corona Polaris

El Doblete

Caguama



FIESTA Food Bar

Our seafood soups are famous specially for "crudos"!!!

CALDO DE PESCADO 18.99
Fish soup.

PAELLA DE MARISCOS 24.99
A seafood extravaganza oil in a dish!
Our secret recipe at your table.

FAJITAS MAR Y TIERRA 24.99
One of the most popular dishes for our best customers!

AGUACATE RELLENO 14.99
Two halves of fresh avocado, stuffed with delicious ceviche.



Caldo de pescado



Aguacate Relleno



Fajitas Mar y Tierra

Paella de Mariscos

CANOA MIXX
\$13.00



DESSERTS postres

FLAN 4.50
Mexico's classic dessert.

PASTEL DE 3 LECHE 4.50
A moist cake made with three different type of milk.

MEXICAN FRIED ICE CREAM 6.99
The perfect dessert.
Served in its own edible shell, served with strawberry sauce and whipped cream.

CHOCO-FLAN 4.50



DRINKS bebidas

MARGARITAS
Mango, Strawberry, Peach, Lime, Banana, Raspberry, Green Iguana, Blue Hawaiian.
Small 6.0 Large 10.00
Pitcher 24.00
Rainbow Pitcher 8.0
Rainbow Pitcher \$32

TEQUILAS
Choose from over 40 different tequilas. Ask for your preferential

GARIBOLDI HOUSE SPECIALS
Carveza Marina 12.00
Served with Shrimp and Oysters
Jarritos Loco Fiesta Garibaldi 12.00
Michelada Clasica 8.00

SOFT DRINKS

Jarritos 3.00
Horchata 4.00
Milk 3.00
Orange Juice 5.00
Coffee 2.50
Sprecher's Root Beer 3.00
Refill Soda 2.50
Mello Yellow, Coke, Diet Coke, Sprite.

DOMESTIC BEER 4.00
Bud, Bud Light, Michelob, Miller, Miller Lite, MGD Lite.
IMPORTED BEER 5.00
Corona, Corona Light, Modelo Special, Negra Modelo, Pacifico, Carta Blanca, Tecate, XX Lager, XX Amber, Sol.
NON ALCOHOLIC BEER 4.00
O'Doul's Lager
O'Doul's Amber
Henneman Zero

WINES 6.00
White Zinfandel
Chardonnay
Cabernet Sauvignon
Pink Moscato
Merlot

DON'S MARGARITA 15
Don Julio Blanco Tequila, Orange Liqueur, Lime Juice and Simple Syrup with a salted rim

DON'S PALOMA 12
Don Julio Reposado Tequila, Lime Juice and Squeet Soda with a salted rim

