



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

Thursday, October 06, 2022

**COMMITTEE MEETING NOTICE**

AD 14

OLVERA, Roberto R, Agent  
IBIZA 73 LOUNGE LLC  
3173 S 13TH St  
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. The hearing will be held at:

**Tuesday, October 18, 2022 at 02:15 PM**

The access code is <https://meet.goto.com/763126797>. If you wish to call in, please call [+1 \(646\) 749-3122](tel:+16467493122) and use Access Code: 763-126-797. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Jukebox and 5 Amusement Machines as agent for "IBIZA 73 LOUNGE LLC" for "IBIZA 73 LOUNGE" at 3173 S 13TH St.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with warrants or unpaid fines:**

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

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

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

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

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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

JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

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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Jim Cooney  
License Division Manager

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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)



**Crite, Yvette**

**From:** License  
**Sent:** Tuesday, July 26, 2022 4:12 PM  
**To:** Crite, Yvette  
**Cc:** Cooney, Jim  
**Subject:** FW: Objection to license at 3173 S. 13th Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Please add

Have a good day,

Faviola Martin  
License Division Coordinator  
City Clerk - License Division  
200 E. Wells St. Rm. 105  
Milwaukee, WI 53202  
Office: 414-286-2238

**REDACTED RECORD**



---

**From:**  
**Sent:** Tuesday, July 26, 2022 10:34 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Subject:** Objection to license at 3173 S. 13th Street

You don't often get email from

[Learn why this is important](#)

I am writing to oppose the Ibiza Lounge at 3173 South 13th Street receiving a Class B Tavern and Entertainment Premises License.

The agent that has filed for this license, Roberto R. Olvera is a close friend and associate of the current license owner Yazmin Fernandez, of Jazz's Club 2020. The current owner has been operating this establishment in a way that the noise levels and loitering from the patrons are detrimental to the neighborhood.

I personally have observed this location operating past the 2 a.m. closing time and continuing to welcome in patrons after that time. The patrons then will loiter outside of the business making noise, or sit in their cars which are parked outside residents' homes, playing music so loudly it can be heard from the inside of people's homes.

At one of the license renewal hearings, the current owners promised to lower the music level and inform their patrons to not loiter when leaving, but nothing has changed.

This lack of consideration and unwillingness to keep the noise and music down to a considerable level will severely hinder children from being able to get the rest for school and work day to day.

noise complaint with the city against this business.

have to move because of this business and their unwillingness to do what is best for the families in this neighborhood.

because the new applicant is a close friend and associate of the current applicant, the same lack of respect and unbearable noise levels, and loitering will continue.

Regards,

**REDACTED RECORD**

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 07/20/22  
LICENSE TYPE: Class B Tavern  
NEW:   
RENEWAL:

No. 340257  
Application Date: 07/15/22

License Location: 3173 S. 13<sup>th</sup> Street  
Business Name: Ibiza 73 Lounge

Licensee/Applicant: OLVERA, Roberto R.  
(Last Name, First Name, MI)  
Date of Birth: 08/08/1978

Home Address: 2947 S. 15<sup>th</sup> Street  
City: Milwaukee  
Home Phone: 414-559-0532  
State: WI Zip Code: 53215

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

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

1. On 11/19/16 the applicant was cited for Operating While Intoxicated. On 12/19/16 he was convicted and his driver's license was revoked for 6 months.
2. On 11/08/20 the applicant was arrested for Operating While Intoxicated. On 05/13/22 he was convicted and his driver's license was revoked for 1 year and 35 days.

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 06/17/21

LICENSE TYPE: Class B Tavern

NEW:

RENEWAL:

No. 325369

Application Date: 06/14/21

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

Business Name: Club 2020

Licensee/Applicant: LECHUGA, Jose G  
(Last Name, First Name, MI)

Date of Birth: 02/12/1973

Home Address: 6005 S 20<sup>th</sup> St

City: Milwaukee

Home Phone: 414-385-0537

State: WI Zip Code: 53221

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

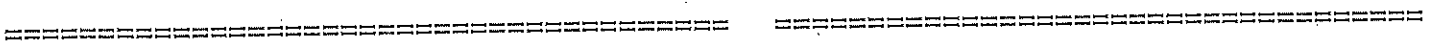
The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 06/07/2014 the applicant was cited in the City of Milwaukee at 10308 W. Mill Rd for Trespassing Upon Building.

Charge: Trespassing Upon Building  
 Finding: Guilty  
 Sentence: Fined \$181.00  
 Date: 07/24/2014  
 Case: 14043881

- 
2. On 02/19/2017 Milwaukee police conducted at tavern check at 3173 S. 13<sup>th</sup> Street (Club 73) based on anonymous call that the business was over capacity, playing loud music and patrons were double parking in front of the building. Officers spoke to the manager, Blanca Carrasco-Torres, who apologized and stated they would keep the music down. Carrasco-Torres also stated one of the neighbors does not like the club, and that is why they called the police.
-

3. On 12/05/20 at 12:47am, Milwaukee Police were dispatched to 3173 S. 13<sup>th</sup> Street for a tavern violation. Investigation revealed that there were no violations and the staff was cooperative.



4. On 06/20/21 at 1:36am, Milwaukee Police were dispatched to 3173 S. 13<sup>th</sup> Street for a fight complaint. Investigation revealed that a patron was involved in a fight outside the establishment because he was kick out of the tavern.
5. On 07/22/21 at 1:48am, Milwaukee Police were dispatched to 3173 S. 13<sup>th</sup> Street for a call for police complaint. Investigation revealed that one patron called on the other over a verbal argument. One of the parties left before police arrival.

**Items #4 and 5 were added to Previous Premise**

Date: 08/05/2022  
Officer: PO Fabian Garcia

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

Name of Premise: Ibiza 73 Lounge  
Address: 3173 S. 13<sup>th</sup> Street  
Phone: 414-559-0532

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

Licensee/Agent: Roberto R. Olvera  
Home Address: 2947 S. 15<sup>th</sup> Street  
City State Zip: Milwaukee, WI 53215  
Phone: 414-559-0532  
Email: rafaolvera78@yahoo.com

Preferred contact:

Location currently open:  YES  NO

Projected open date: September or October

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

Hours of Operation: Sun: 6p-2a 24 hours Y N  
Mon: 6p-2a  
Tue: 6p-2a  
Wed: 6p-2a  
Thu: 6p-2a  
Fri: 6p-2:30a  
Sat: 6p-2:30a

Premise Type: Tavern/Bar  
Restaurant  
Other:



Licenses currently held:

- Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Extended Hours:  Yes  No #:  
Secondhand Dealer:  Yes  No Type: #:  
Other:  Yes  No Type: #:  
Other:  Yes  No Type: #:

**Exterior Survey:**

1. Is the area around the location clean?  Yes  No
  2. What surrounds the location? (Check all the apply)
    - a.  Park
    - b.  School
    - c.  Youth Center
    - d.  Church
    - e.  Tavern(s) If so, how many
    - f.  Residential
    - g.  Other businesses
    - h.  Other:
  3. Can you see from the outside of the location into the interior  Yes  No
  4. Can you see the employees inside of the location from the outside  Yes  No
  5. Are exterior windows free of signage  Yes  No
  6. Is there a parking lot  Yes  No
  7. Is the parking lot clean?  Yes  No N/A
  8. Off-Street parking  Yes  No
  9. Is the parking lot well lit?  Yes  No N/A
  10. Valet Parking  Yes  No
    - a. Will this lot have a guard?  Yes  No N/A
    - b. Will this lot have cameras?  Yes  No N/A
  11. Are there areas where a person could conceal themselves  Yes  No
  12. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
- Not observed**
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 **Will be adding**

**Camera Survey:**

17. Does this location have security cameras?  Yes  No
18. Are they in working order?  Yes  No
19. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. Recorded  Yes  No
20. How long is footage stored for later viewing: **week and a half**

21. Are there exterior cameras  Yes  No How many: 2  
 22. Are there interior cameras  Yes  No How many: 6  
 23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No  
 24. Cameras located in parking lot  Yes  No How many N/A

**Interior Survey:**

25. What is the planned capacity: **Unsure but believes it may be 50**  
 26. What is the minimum number of employees That will be on premise 1  
 27. Is the storeowner willing to be a standing complainant regarding loitering?  Yes  No  
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs  Yes  No  
 28. Is the interior of the location neat and clean?  Yes  No  
 29. Does an interior camera face the entrance/exit?  Yes  No  
 30. Is there a lockable area that separates employees from customers?  Yes  No  
 31. Are emergency and non-emergency numbers posted near the phone?  Yes  No  
 32. Does the owner know how to contact their police district directly?  Yes  No  
 a. Did you provide a district contact guide to the owner?  Yes  No

**Security NOT AT THIS TIME**

33. How many security personnel are going to be employed:  
 34. How will they be deployed: Interior Exterior  
 35. What days will they be deployed  Mon  Tue  Wed  Thu  Fri  Sat  Sun  
 36. Will the security be managed by business  or contracted   
 37. Will they be armed  Yes  No  
 38. What type of security measures to be used:  
 Wanding/metal detector  
 ID Scanner  
 Dress Code  
 Cover Charge  
 Age restriction  
 Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report was written by Police Officer Fabian Garcia assigned to District 6-Early Power.

On Friday, August 5, 2022 at 6pm, my partner PO Michael Ward and I met with licensee/agent Roberto R. Olvera. Roberto stated his projected date to open is either September or October. I observed the exterior and interior of the property to be neat and clean and free of debris. The bar currently does not have their address displayed on the property but Roberto stated he will be adding the address numbers in the near future.

The front two windows, which face towards S. 13<sup>th</sup> Street are frosted  $\frac{3}{4}$  of the way up from the bottom. Roberto stated he plans on removing the frosted paint from one of the windows so it may allow him and his employees to have a better site line to the outside. This location is equipped with 2 exterior cameras, one located on the north east corner of the property, which faces south. One cameras located on the south east corner, which faces west. There are 6 interior cameras, which do face the main bar/register area and the front entry and exit door.

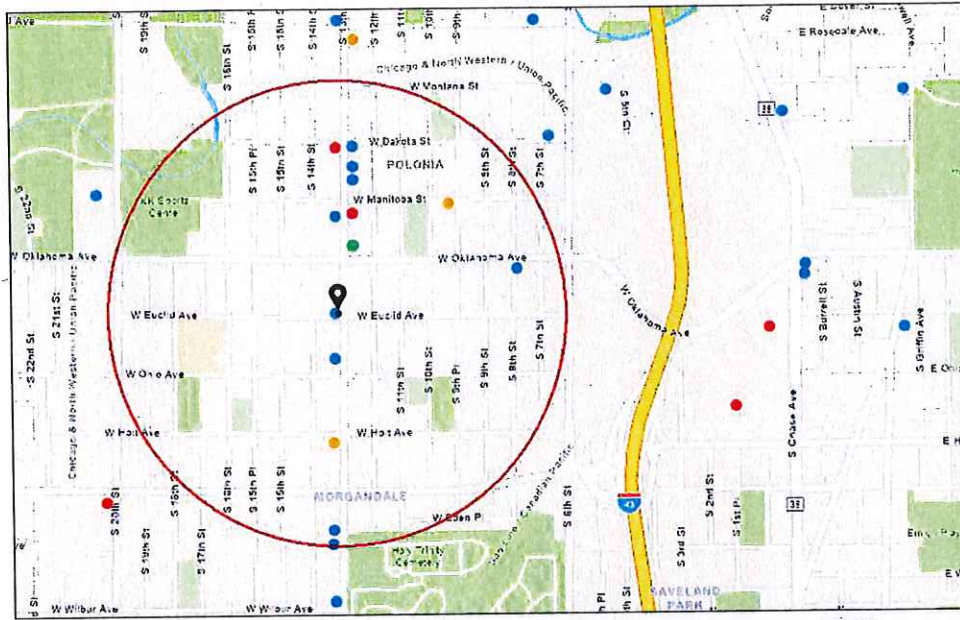


# Concentration Map 3173 S 13TH ST

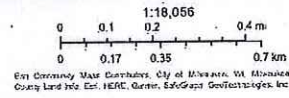
## Area of Interest (AOI) Information

Area : 21,862,585.68 ft<sup>2</sup>

Jul 19 2022 14:42:42 Central Daylight Time



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



3173 S 13TH ST

### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	15		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Gurmehar, LLC	Best Foods	Kanwal B Singh, Agt	3405 S 13th ST	Class A Fermented Malt Beverage Retailer's License		2/28/2022, 6:00 PM	1
2	C & R MARKET, LLC	C & R MARKET	LISA J YANKE, Agt	3001 S 9TH PL	Class A Fermented Malt Beverage Retailer's License		2/27/2022, 6:00 PM	1
3	Karina's Pizza LLC	Karina's Pizza	Gabriela Zapot Mendoza, Agt	2952 S 13TH ST	Class B Tavern License	28	4/14/2022, 7:00 PM	1
4	El Relajo LLC	El Relajo	JOSE S VIDRIO, Agt	733 W Oklahoma AV	Class B Tavern License	76	4/11/2022, 7:00 PM	1
5	IGG, LLC	Mi Tierra Food Mart	Parminder S Ghotra, Agt	2901 S 13th ST	Class A Malt & Class A Liquor License		6/14/2022, 7:00 PM	1
6	MONTE ENTERPRISE S LLC	MONTERREY MARKET	Robert Montemayor, Agt	3014 S 13TH ST	Class A Malt & Class A Liquor License		6/8/2022, 7:00 PM	1
7	BOB-E-LANES, INC	BOB-E-LANES	JAMES R RYDZEWSKI, Agt	2932 S 13TH ST	Class B Tavern License	51	6/13/2022, 7:00 PM	1
8	Emerald City Enterprises LLC	Emerald City Catering and Events	Steve T Ozbolt, Agt	3555 S 13th ST	Class B Tavern License		6/13/2022, 7:00 PM	1
9	Nick's Anvil Inn	Nick's Anvil Inn	Nancy J Tribbey, SP	2900 S 13th ST	Class B Tavern License	25	6/29/2022, 7:00 PM	1
10	Camacho's Family Restaurant LLC	Camacho's Family Restaurant	Jose Camacho, Agt	3577 S 13TH ST	Class B Tavern License	260	6/23/2022, 7:00 PM	1
11	URBAL LLC	Urbal Tea Company	Nicholas T Nowaczyk, Agt	3060 S 13TH ST	Class C Wine Retailer's License		7/13/2022, 7:00 PM	1
12	URBAL LLC	Urbal Tea Company	Nicholas T Nowaczyk, Agt	3060 S 13TH ST	Class B Fermented Malt Beverage Retailer's License		7/13/2022, 7:00 PM	1
13	JOBIN, INC	B & B TAP	PATRICIA L WESTPHAL, Agt	3021 S 13TH ST	Class B Tavern License	49	7/25/2022, 7:00 PM	1
14	El Tucanazo Taqueria Y Mariscos Corp	El Tucánazo Taqueria Y Mariscos	FRANCISCO J GONZALEZ, Agt	3261 S 13TH ST	Class B Tavern License	65	7/26/2022, 7:00 PM	1
15	JAZZ'S CLUB 2020 LLC	Jazz's Club 2020	Yazmin Fernandez Otero, Agt	3173 S 13TH ST	Class B Tavern License		7/27/2022, 7:00 PM	1

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



Thursday, October 06, 2022



# Notice of Public Hearing

Blank Notice

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OLVERA, Roberto R, Agent  
IBIZA 73 LOUNGE at 3173 S 13TH St  
Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey,  
Jukebox and 5 Amusement Machines

**Tuesday, October 18, 2022 at 2:15 PM**

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 10/18/2022 at 2:15 PM 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](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.**

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1206 W EUCLID AVE	MILWAUKEE, WI 53215-4614
CURRENT OCCUPANT	1208 W EUCLID AVE	MILWAUKEE, WI 53215-4614
CURRENT OCCUPANT	1212 W EUCLID AVE	MILWAUKEE, WI 53215-4614
CURRENT OCCUPANT	1214 W EUCLID AVE	MILWAUKEE, WI 53215-4614
CURRENT OCCUPANT	1229 W EUCLID AVE	MILWAUKEE, WI 53215-4613
CURRENT OCCUPANT	1316 W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1316A W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1317 W EUCLID AVE# 1	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1317 W EUCLID AVE# 2	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1317 W EUCLID AVE# 3	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1317 W EUCLID AVE# 4	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1322 W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1322A W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1326 W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1330 W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1331 W EUCLID AVE	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1331A W EUCLID AVE	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1335 W EUCLID AVE	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1336 W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1336A W EUCLID AVE	MILWAUKEE, WI 53215-4616
CURRENT OCCUPANT	1337 W EUCLID AVE	MILWAUKEE, WI 53215-4615
CURRENT OCCUPANT	1401 W EUCLID AVE	MILWAUKEE, WI 53215-4637
CURRENT OCCUPANT	3136 S 13TH ST	MILWAUKEE, WI 53215-4610
CURRENT OCCUPANT	3136A S 13TH ST	MILWAUKEE, WI 53215-4610
CURRENT OCCUPANT	3138 S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3142 S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3142A S 13TH ST	MILWAUKEE, WI 53215-4610
CURRENT OCCUPANT	3148 S 13TH ST	MILWAUKEE, WI 53215-4610
CURRENT OCCUPANT	3148 S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3148A S 13TH ST	MILWAUKEE, WI 53215-4610
CURRENT OCCUPANT	3150 S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3151 S 12TH ST	MILWAUKEE, WI 53215-4605
CURRENT OCCUPANT	3151A S 12TH ST	MILWAUKEE, WI 53215-4605
CURRENT OCCUPANT	3154 S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3155 S 12TH ST	MILWAUKEE, WI 53215-4605
CURRENT OCCUPANT	3156 S 13TH ST# 1	MILWAUKEE, WI 53215-4644
CURRENT OCCUPANT	3156 S 13TH ST# 10	MILWAUKEE, WI 53215-4646
CURRENT OCCUPANT	3156 S 13TH ST# 11	MILWAUKEE, WI 53215-4646
CURRENT OCCUPANT	3156 S 13TH ST# 12	MILWAUKEE, WI 53215-4646
CURRENT OCCUPANT	3156 S 13TH ST# 13	MILWAUKEE, WI 53215-4646
CURRENT OCCUPANT	3156 S 13TH ST# 14	MILWAUKEE, WI 53215-4646
CURRENT OCCUPANT	3156 S 13TH ST# 15	MILWAUKEE, WI 53215-4647
CURRENT OCCUPANT	3156 S 13TH ST# 16	MILWAUKEE, WI 53215-4647
CURRENT OCCUPANT	3156 S 13TH ST# 17	MILWAUKEE, WI 53215-4647
CURRENT OCCUPANT	3156 S 13TH ST# 18	MILWAUKEE, WI 53215-4647
CURRENT OCCUPANT	3156 S 13TH ST# 19	MILWAUKEE, WI 53215-4647



CURRENT OCCUPANT	3156 S 13TH ST# 2	MILWAUKEE, WI 53215-4644
CURRENT OCCUPANT	3156 S 13TH ST# 20	MILWAUKEE, WI 53215-4647
CURRENT OCCUPANT	3156 S 13TH ST# 3	MILWAUKEE, WI 53215-4644
CURRENT OCCUPANT	3156 S 13TH ST# 4	MILWAUKEE, WI 53215-4645
CURRENT OCCUPANT	3156 S 13TH ST# 5	MILWAUKEE, WI 53215-4645
CURRENT OCCUPANT	3156 S 13TH ST# 6	MILWAUKEE, WI 53215-4645
CURRENT OCCUPANT	3156 S 13TH ST# 7	MILWAUKEE, WI 53215-4645
CURRENT OCCUPANT	3156 S 13TH ST# 8	MILWAUKEE, WI 53215-4645
CURRENT OCCUPANT	3156 S 13TH ST# 9	MILWAUKEE, WI 53215-4645
CURRENT OCCUPANT	3159 S 13TH ST	MILWAUKEE, WI 53215-4609
CURRENT OCCUPANT	3160 S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3160A S 14TH ST	MILWAUKEE, WI 53215-4626
CURRENT OCCUPANT	3161 S 13TH ST	MILWAUKEE, WI 53215-4609
CURRENT OCCUPANT	3161A S 13TH ST	MILWAUKEE, WI 53215-4609
CURRENT OCCUPANT	3164 S 13TH ST	MILWAUKEE, WI 53215-4610
CURRENT OCCUPANT	3171 S 14TH ST	MILWAUKEE, WI 53215-4625
CURRENT OCCUPANT	3173 S 13TH ST	MILWAUKEE, WI 53215-4609
CURRENT OCCUPANT	3201 S 14TH ST	MILWAUKEE, WI 53215-4627
CURRENT OCCUPANT	3202 S 13TH ST	MILWAUKEE, WI 53215-4612
CURRENT OCCUPANT	3203 S 12TH ST	MILWAUKEE, WI 53215-4607
CURRENT OCCUPANT	3203 S 13TH ST# 1	MILWAUKEE, WI 53215-4643
CURRENT OCCUPANT	3203 S 13TH ST# 2	MILWAUKEE, WI 53215-4643
CURRENT OCCUPANT	3203 S 13TH ST# 3	MILWAUKEE, WI 53215-4643
CURRENT OCCUPANT	3203 S 13TH ST# 4	MILWAUKEE, WI 53215-4643
CURRENT OCCUPANT	3206 S 13TH ST	MILWAUKEE, WI 53215-4612
CURRENT OCCUPANT	3207 S 12TH ST	MILWAUKEE, WI 53215-4607
CURRENT OCCUPANT	3211 S 13TH ST# A	MILWAUKEE, WI 53215-4611
CURRENT OCCUPANT	3211 S 13TH ST# B	MILWAUKEE, WI 53215-4611
CURRENT OCCUPANT	3211 S 13TH ST# C	MILWAUKEE, WI 53215-4611
CURRENT OCCUPANT	3214 S 13TH ST	MILWAUKEE, WI 53215-4612
CURRENT OCCUPANT	3219 S 13TH ST	MILWAUKEE, WI 53215-4611
CURRENT OCCUPANT	3220 S 13TH ST	MILWAUKEE, WI 53215-4612
CURRENT OCCUPANT	3220 S 14TH ST	MILWAUKEE, WI 53215-4628
CURRENT OCCUPANT	3222 S 14TH ST	MILWAUKEE, WI 53215-4628
CURRENT OCCUPANT	3222A S 14TH ST	MILWAUKEE, WI 53215-4628
CURRENT OCCUPANT	3224 S 13TH ST	MILWAUKEE, WI 53215-4612
CURRENT OCCUPANT	3224A S 13TH ST	MILWAUKEE, WI 53215-4612

Blank Notice

Total Records: 83

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



# 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:

Bar/Tavern

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

## 2. Business Operations

- a. Proposed Opening Date: August 1, 2022
- 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 Tavern
- e. Is the current licensee operating?  No  Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location?  No  Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee?  No  Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building?  No  Yes If yes, describe: \_\_\_\_\_

## 3. Litter & Noise

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

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 5 Locations: bar, restrooms  
Outside: 1 Locations: corner of street.
- 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: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? 1 and answer the following:  
 What are their responsibilities? Check ID's, maintain control, prevent any conflicts  
 Is security equipment used?  No  Yes If yes, describe ID Scanner  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 12 and list locations: All around the perimeter of building as well as throughout interior.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe Check ID Put down

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

Alcohol <u>100</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: <u>0</u>
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</u> %		

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

### Type 1

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

### Type 2

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

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

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

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

Capacity \_\_\_\_\_ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 9. Premises Description

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

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: \_\_\_\_\_

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: Oklahoma 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: Jose Lechuga Phone Number: 414-460-6745

Building Owner Address: 3173 S 23<sup>rd</sup> ST

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

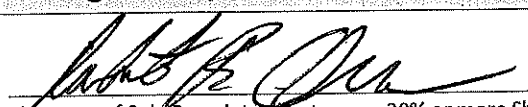
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	6:00am	2:00am	25	30-50	None
Monday	6:00am	2:00am	25	30-50	None
Tuesday	6:00am	2:00am	25	30-50	None
Wednesday	6:00am	2:00am	25	30-50	None
Thursday	6:00am	2:00am	25	30-50	None
Friday	6:00am	2:30am	35	30-50	None
Saturday	6:00am	2:30am	35	30-50	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)

  
 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: Ibiza 73 lounge LLC  
Premise Address: 3173 S 15th St

**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.)? building 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 7.1.22 Ends 7.1.23

b) Monthly rental \$ 1200

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)? 1


## 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 occupancy object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

## Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted?  No  Yes  
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):  
\_\_\_\_\_

## Signature

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

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

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

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



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

**PREMISES ADDRESS:** 3173 S. 13th ST

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

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input checked="" type="checkbox"/> Amusement Machines How many? <u>5</u>
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			

*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.*

**PROMOTERS/SOUND AMPLIFICATION**

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

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

**LEGAL CAPACITY OF PREMISES**

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

**ACKNOWLEDGEMENT/SIGNATURE**

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

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

[Signature]  
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)

Roberto R Olvera, Agent

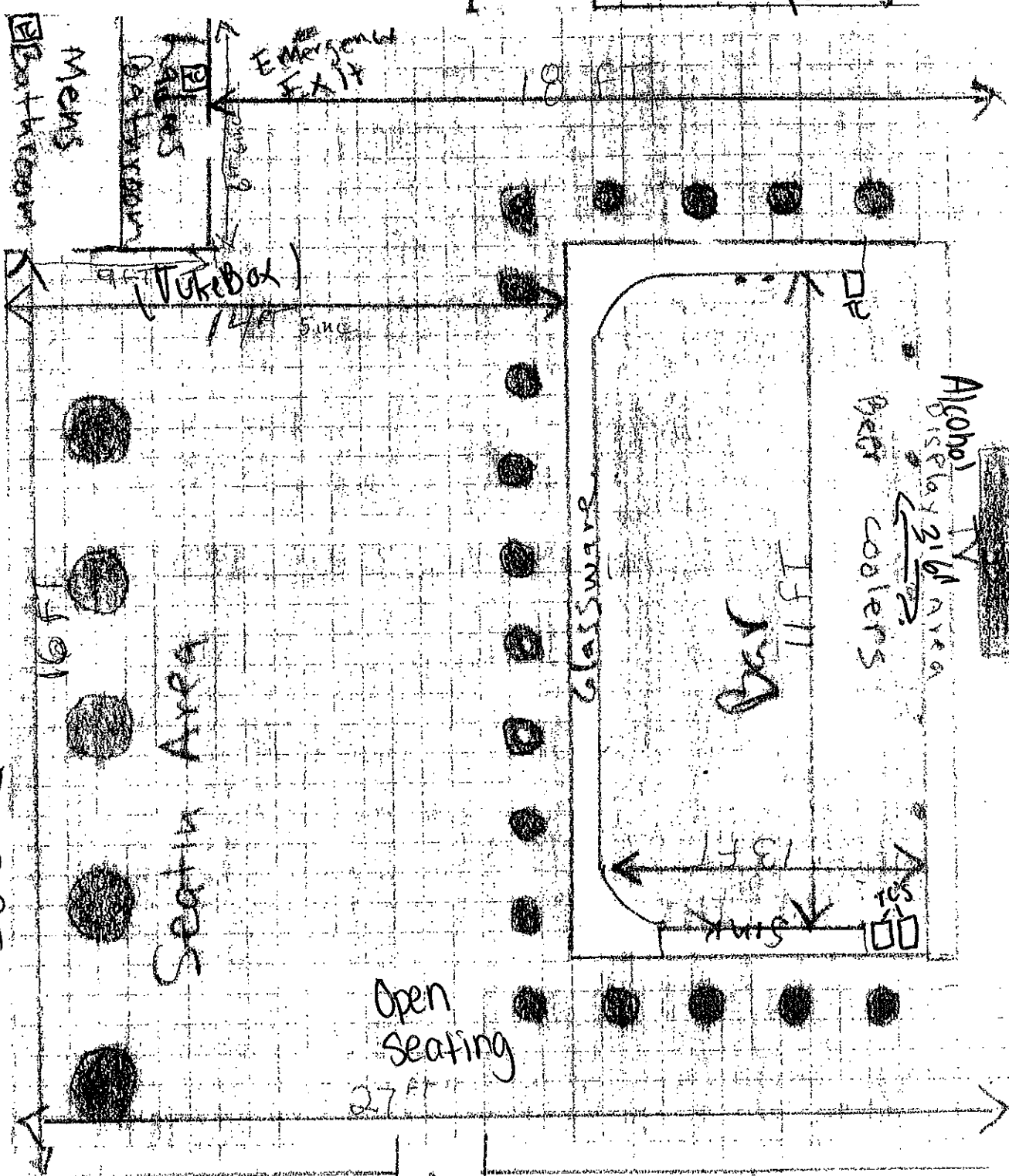
Sole Owner For

Ibiza73 lounge LLC  
Ibiza73 lounge, Trade

3173 S. 13th ST  
Milwaukee WI 53215

7-15-22

Total Square Ft  
750  
Euclid

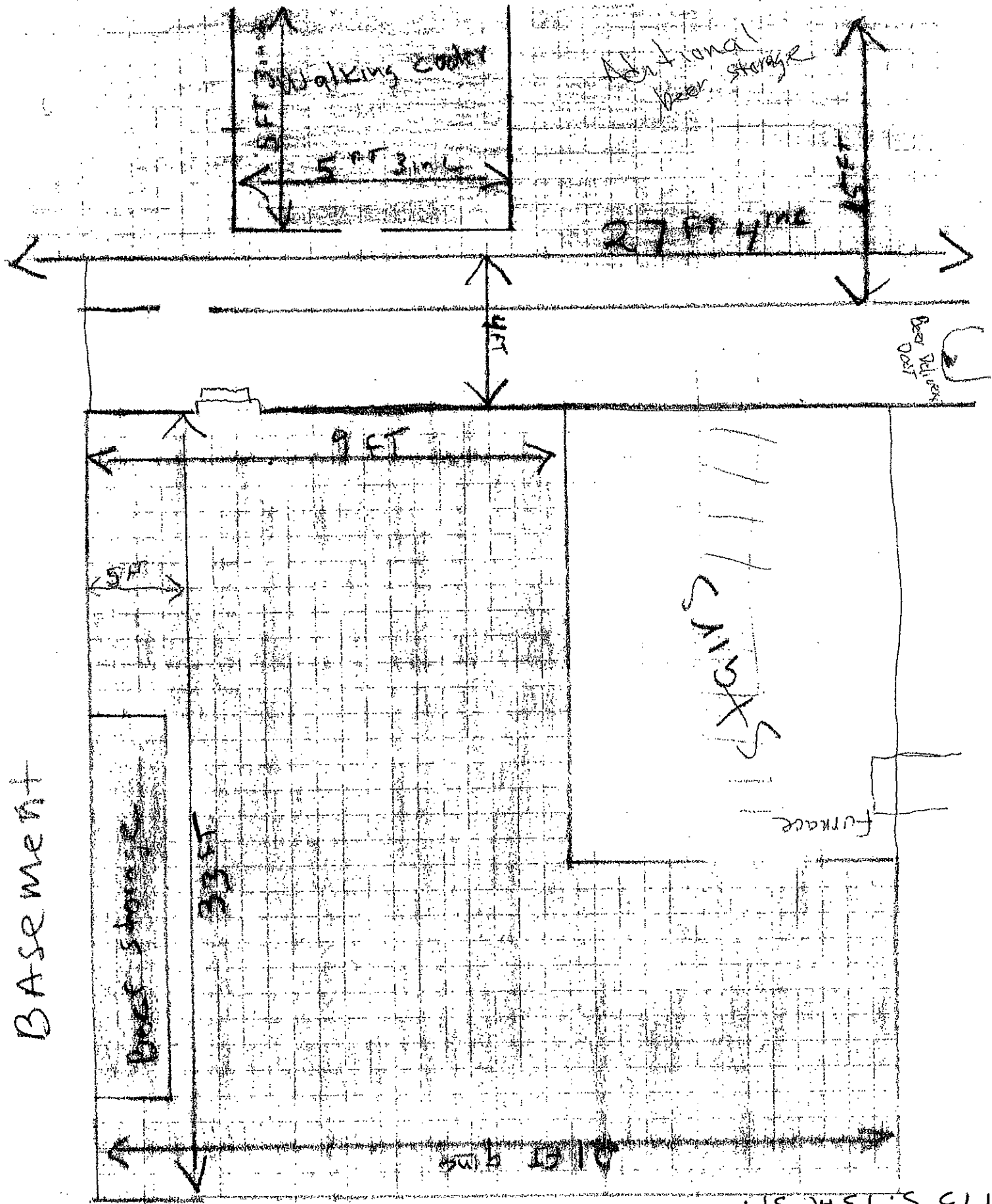


13th ST Main Entrance N

TC trash



Basement



OWNER FOR  
 Ibriza's lounge LLC  
 Milwaukee WI  
 3173 S. 13th St.  
 Total square footage 1200