



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, May 27, 2026

COMMITTEE MEETING NOTICE

AD 12

MARTINEZ, JR, Felipe, Agent
LIVE ON 1ST, LLC
817 W NATIONAL AV
MILWAUKEE, WI 53204

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, June 09, 2026 at 11:20 AM

The access code is <https://meet.goto.com/498513133>. Please see the enclosed best practices document for further instructions.

Regarding: Your Waiver Request of the Time Limit to Receive the Class B Tavern and Public Entertainment Premises Licenses as agent for "LIVE ON 1ST, LLC" for "LIVE LOUNGE" at 725 S 1ST 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 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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OFFICE OF THE CITY CLERK

Wednesday, May 27, 2026

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AD 12

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LIVE ON 1ST, LLC
1016 W MADISON ST
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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

Lopez, Faviola

From: Arroyo-Vega, Jezamil
Sent: Thursday, May 28, 2026 12:51 PM
To: Lopez, Faviola; Mazmanian, Michael
Cc: Cooney, Jim
Subject: RE: Liquor License Waiver Request for 725 S 1st St

Greetings:

No major changes regarding activities or requests for subject property.

- The construction permit is from 2023 and with no inspections requested or recorded, or follow ups from client. Per MCO permit is expired after 6 months of no activity.
- NOCC, no inspections with permit issue in 2024. There no record of client reaching out to department either. No occupancy permit open as it expired with no inspection. No new occupancy applied for recently.
- Plumbing and Water Service permit were started online are pending client since November 2024 as well. Meaning that none of the permits issued or not are current as they expired for been more than year with no activity.

I do see a recent water service permit file on 03/17/26 with a pending fee \$3,196.62. Also an interior plumbing permit issued filed in 03/25/2026 issue din 5/20/2026 with inspection recorded as pass on 5/21/2026. In summary the only active permit is an interior plumbing.

Hope this helps. Let me know if you need additional information.

Best regards,
JAV

From: Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Sent: Wednesday, May 27, 2026 6:01 PM
To: Arroyo-Vega, Jezamil <javega@milwaukee.gov>; Mazmanian, Michael <mmazm@milwaukee.gov>
Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: FW: Liquor License Waiver Request for 725 S 1st St
Importance: High

Good afternoon,

I am following up on this thread. Could you let me know if there has been an activity or requests for this location?

Have a good day,

Faviola Lopez

Faviola Lopez
License Division Assistant Manager
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office 414-286-2238
www.milwaukee.gov/license

[Take Our Survey Here](#)



From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Thursday, April 30, 2026 3:58 PM
To: Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Fw: Liquor License Waiver Request for 725 S 1st St

Get [Outlook for iOS](#)

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Wednesday, October 29, 2025 9:41:07 AM
To: Arroyo-Vega, Jezamil <javega@milwaukee.gov>
Subject: Re: Liquor License Waiver Request for 725 S 1st St

Thank you for the information.

Get [Outlook for iOS](#)

From: Arroyo-Vega, Jezamil <javega@milwaukee.gov>
Sent: Wednesday, October 29, 2025 8:42:42 AM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Subject: RE: Liquor License Waiver Request for 725 S 1st St

Good morning Jim:

I reached out to both Development Center and Trades.

The construction permit is from 2023 and with no inspections requested or recorded, or follow ups form client. This means that per MCO permit is expired after 6 months of no activity.

Same with NOCC, no inspections with permit issue in 2024. There no record of client reaching out to department either.

I also see a plumbing and Water Service permit were started online are pending client since November 2024 as well. Meaning that none of the permits issued or not are current as they expired for been more than year with no activity.

Hope provided information is helpful. Please let me know if you have additional questions.

Best regards,

JAV

From: Cooney, Jim <Jim.Cooney@milwaukee.gov>
Sent: Tuesday, October 28, 2025 2:44 PM
To: Arroyo-Vega, Jezamil <javega@milwaukee.gov>
Subject: Liquor License Waiver Request for 725 S 1st St

Good Afternoon Commissioner,

We received the attached request seeking more time to obtain an Occupancy Permit for a business where a Class B Application was granted by the Council September 24, 2024. It cites “city schedule on plumbing, construction conflicts, and a steam line in front of the property” as the reasons for the delay. Could you let me know if DNS records corroborate this statement?

Thank you

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
Office 414-286-2238
Direct 414-286-2365
Cell 414-708-3831
www.milwaukee.gov/license
[Take our survey!](#)





**WAIVER REQUEST OF THE TIME LIMIT TO
RECEIVE A LICENSE OR PERMIT APPLICATION**

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

APPLIED FEB: 10-9-25

AD 12

MOD ⇒ 10/16/25

PD ⇒ 10-9-25

BTANN 353233 PEP 353233

SECTION 1 BUSINESS INFORMATION

Date of Application: 10/9/25	Aldermanic District: 12
Applicant (Name of individual, partners, or agent): Felipe Martinez	
Legal Entity Name (If Applicable): LIVE on 1st	Trade Name: LIVE LOUNGE
Premises Address: 725 S. 1st	Mailing Address: 817 W. NATIONAL AVE
Business Phone: 414-731-2211	Business Email: flp06martinez@gmail.com

SECTION 2 DESCRIPTION OF UNUSUAL CIRCUMSTANCES

Describe the circumstances that prevented the issuance of the license or permit within the one year period and what steps you are taking to obtain the license or permit.

City schedule on plumbing construction conflicts, steam line in front of property

SECTION 3 CHANGES

Are there any changes to the Plan of Operation? Yes No

Are there any changes to the legal entity or ownership? Yes No

Are there any changes to the floor plan or premises description? Yes No

Are there any other changes since the initial application was submitted? Yes No

If you answered yes to any of these questions contact our office for additional forms.

SECTION 4 ACKNOWLEDGMENTS & SIGNATURE

By signature below, the undersigned understands and agrees to the following:

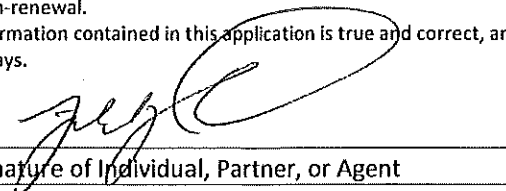
I. That the undersigned is responsible for awareness of all federal laws, state laws, and City of Milwaukee Ordinances that govern the administration of the license(s) applied for; and that violation thereof may be grounds for suspension, non-renewal, or revocation of the license(s).

II. That the undersigned shall not refuse to provide services pursuant to the license(s) on the basis of race, sex, religion, handicap, sexual orientation, gender identity or expression, military service, lawful source of income, or any other class protected by federal or state law.

III. That the filing of this application does not entitle the undersigned to the license(s) applied for; and that the granting and renewal of the license(s) is subject to approval by the Milwaukee Common Council.

IV. That any license(s) issued by the City of Milwaukee are subject to a renewal hearing; and that failure of the undersigned to attend said hearing may, by itself, be grounds for non-renewal.

V. That the information contained in this application is true and correct, and that City Clerk must be informed of any changes to the information herein within ten (10) business days.


Signature of Individual, Partner, or Agent

SEND MAIL 10/23

Agenda 6/09 11:20

-Pending Response



WAIVER REQUEST OF THE TIME LIMIT TO RECEIVE A LICENSE OR PERMIT INFORMATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 license@milwaukee.gov www.milwaukee.gov/license

The Milwaukee Code of Ordinances states no person shall be issued any license or permit after one year from the date of granting or approval of the license or permit. The Common Council may waive the requirement upon demonstration of unusual circumstances.

SUBMIT THE FOLLOWING

- Waiver Application (Form ccl-timewaiver1)
- \$55 Fee

WAIVER APPROVAL

After receipt of the application and fee, the Milwaukee Police Department will provide an updated police report, then the application is referred to the Licenses Committee for their recommendation regarding approval.

CHANGES

Changes to the original application must be approved before they can be implemented. Changes may include, but are not limited to, the plan of operation, the ownership or legal entity, the floor plan, the premises description, or the menu. If there are changes, contact our office for additional forms or requirements.

LICENSE OR PERMIT TO BE ISSUED PRIOR TO OPERATION

Approval of this waiver request does not permit the business to operate. All applicable approvals from other city departments must be received and the license issued and posted in the establishment.

REGULATIONS

Milwaukee Code of Ordinances Chapter 85-18
View online at www.milwaukee.gov/ordinances



Wednesday, May 27, 2026



Notice of Public Hearing

Blank Notice

MARTINEZ, JR, Felipe, Agent
LIVE LOUNGE at 725 S 1ST St
Waiver Request of the Time Limit to Receive the Class B Tavern and Public Entertainment
Premises Licenses

Tuesday, June 09, 2026 at 11:20 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 6/9/2026 at 11:20 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

CURRENT OCCUPANT	739 S 2ND ST	MILWAUKEE, WI 53204-1804
CURRENT OCCUPANT	802 S 2ND ST	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	811 S 1ST ST	MILWAUKEE, WI 53204-1816
CURRENT OCCUPANT	812 S 2ND ST	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	812 S 2ND ST# A	MILWAUKEE, WI 53204-1821
CURRENT OCCUPANT	828 S 1ST ST	MILWAUKEE, WI 53204-1815

Blank Notice

Total Records: 146

Radius 300 feet and Center of the Circle: 725 S 1st St



**WAIVER REQUEST OF THE TIME LIMIT TO
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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

Applied For: 10-9-25

AD 12

MPD ⇒ 10/16/25

PD ⇒ 10-9-25

BRANN 353233 PEP 353233

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By signature below, the undersigned understands and agrees to the following:

I. That the undersigned is responsible for awareness of all federal laws, state laws, and City of Milwaukee Ordinances that govern the administration of the license(s) applied for; and that violation thereof may be grounds for suspension, non-renewal, or revocation of the license(s).

II. That the undersigned shall not refuse to provide services pursuant to the license(s) on the basis of race, sex, religion, handicap, sexual orientation, gender identity or expression, military service, lawful source of income, or any other class protected by federal or state law.

III. That the filing of this application does not entitle the undersigned to the license(s) applied for; and that the granting and renewal of the license(s) is subject to approval by the Milwaukee Common Council.

IV. That any license(s) issued by the City of Milwaukee are subject to a renewal hearing; and that failure of the undersigned to attend said hearing may, by itself, be grounds for non-renewal.

V. That the information contained in this application is true and correct, and that City Clerk must be informed of any changes to the information herein within ten (10) business days.

Signature of Individual, Partner, or Agent: *[Signature]*

SEND MAIL 10/23

Agenda 6/09 11:20 - Pending Response