



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, October 31, 2024

COMMITTEE MEETING NOTICE

AD 14

ESCOBAR, Melissa G, Agent  
Fiesta Garibaldi Asadero LLC  
3621 S Cherokee WA  
Milwaukee, WI 53221

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, November 12, 2024 at 09:30 AM**

The access code is <https://meet.goto.com/904159581>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Food Dealer Licenses Transfer Application with Changes of Agent, Trade Name, Menu, Floor Plan and Hours From Opening 10AM Everyday and Close 11PM Sun-Thu and 12AM Fri-Sat; To Open 6AM Everyday and Close 10PM Mon-Thu and 2AM Fri-Sun as agent for "Fiesta Garibaldi Asadero LLC" for "Fiesta Columbia" at 3086 S 20TH 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 11/02/24

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 371934**

**Application Date:**

**License Location:** 1937 W Forest Home

**Business Name:** Chicken Palace

**Licensee/Applicant:** Escobar, Valdemar  
(Last Name, First Name, MI)

**Date of Birth:** 12/09/67

**Home Address:** 3621 S Cherokee Way

**City:** Milwaukee

**State:** WI    **Zip Code:** 53221

**Home Phone:**

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

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

28. On 11/06/20 the applicant was cited in the City of Milwaukee at 1937 W. Forest Home Avenue for Food Dealers License Required and Mask Required Indoors

**Charge 1:** Food Dealers License Req'd / Mask Required

**Finding:** Guilty

**Sentence:** Fine

**Date:** 10/18/21

**Case:** 20043597/20043599



Thursday, October 31, 2024



# Notice of Public Hearing

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ESCOBAR, Melissa G, Agent

Fiesta Columbia at 3086 S 20TH St

Class B Tavern and Food Dealer Licenses Transfer Application with Changes of Agent, Trade Name, Menu, Floor Plan and Hours From Opening 10AM Everyday and Closing 11PM Sun-Thu and 12AM Fri-Sat; To Open 6AM Everyday and Close 10PM Mon-Thu and 2AM Fri-Sun

**Tuesday, November 12, 2024 at 9:30 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 11/12/2024 at 9:30 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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





Total Records: 92

Radius 250 feet and Center of the Circle: 3086 S 20th St



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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:

Restaurant with a bar

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

## 2. Business Operations

- a. Proposed Opening Date: 10/30
- 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 liquor and Food
- e. Is the current licensee operating?  No  Yes If no, list date closed: Sept 1, 2017
- 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: 1 Locations: Bathrooms, Kitchen, bar  
Outside: 2 Locations: Dumpster, backdoor
- 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

## 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 2  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: Valdemar Escobar Phone Number: 414-349-0200

Business Owner Address: 3621 S. Cherokee Way Milwaukee, WI 53221

## 10. Hours of Operation & Customers

Will customers be entering the premises?  No  Yes

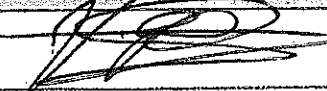
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (Include a.m. or p.m.)	Close Time (Include a.m. or p.m.)			
Sunday	6:00 am	2:00 am	150	25-70	None
Monday	6:00 am	10:00 pm	50	25-70	↓
Tuesday	6:00 am	10:00 pm	50		
Wednesday	6:00 am	10:00 pm	50		
Thursday	6:00 am	10:00 pm	50		
Friday	6:00 am	2:00 am	150		
Saturday	6:00 am	2:00 am	150		

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.



### 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 5 and describe the parking security plan: Security cameras on lot
- 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? 4 and list locations: bar, parking lot & kitchen
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>20</u> %	Food <u>80</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

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

#### Type 1

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

#### Type 2

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

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

- Occupancy Permit  Cigarette & Tobacco  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 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)



# PERMANENT CHANGE TO BUSINESS PLAN OF OPERATION APPLICATION

OFFICE OF THE CITY CLERK LICENSE DIVISION  
 200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
 (414) 286-2238 EMAIL: LICENSE@MILWAUKEE.GOV

Check/List All License Type(s):  Alcohol Beverage  Food  Other(s):

Legal Entity Name (Sole Proprietor, Partnership, Corporation or LLC): Fiesta Gambaldi Asadero, LLC

Agent's Name: Melissa Escobar Trade Name: Fiesta Columbia

Business Address (Include city/state/zip code): 3086 S. John Street Milwaukee, WI 53215 Aldermanic District: 13

**1. REQUEST TO CHANGE HOURS OF OPERATION AS FOLLOWS:**

Day of the Week	Current Hours of Operation:		Proposed Hours of Operation:		Number of Customers expected each day	Class B Taverns: Age Restriction for each day (if over 21) (This is optional) If none, write "none"
	Open	Close	Open	Close		
Sunday	10 am	11 pm	6 am	2:00 am	50	none
Monday	10 am	11 pm	6 am	10:00 pm	50	none
Tuesday	10 am	11 pm	6 am	10:00 pm	50	none
Wednesday	10 am	11 pm	6 am	10:00 pm	50	none
Thursday	10 am	11 pm	6 am	10:00 pm	50	none
Friday	10 am	12:00 am	6 am	2:00 am	50	none
Saturday	10:00 am	12:00 am	6 am	2:00 am	50	none

**2. FLOOR PLAN:** Same AS before - Copy attached  
First Floor, Second Floor, basement storage

New floor plan(s) must be submitted with this application. (See page 3 for detailed floor plan instructions.)

**3. BUSINESS OPERATION**

Approved operations: Food Dealer Restaurant + Class B Tavern

Proposed change(s): Change menu to Columbian menu and open breakfast and lunch  
updated Floor plan attached

**4. PUBLIC ENTERTAINMENT**

REMOVING ENTERTAINMENT:

Office Use Only Filed \_\_\_\_\_ Paid \_\_\_\_\_ MPD \_\_\_\_\_ Lic # \_\_\_\_\_  
 App # \_\_\_\_\_ Initials \_\_\_\_\_ LC \_\_\_\_\_ CC \_\_\_\_\_

**5. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add:

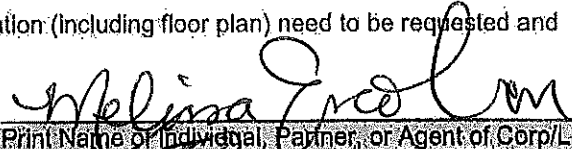

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Amusement Machines –<br>How many? _____                    | <input type="checkbox"/> Concerts<br>Approx. # per year? _____                | <input type="checkbox"/> Bowling Alley<br>How many? _____ | <input type="checkbox"/> Pool Tables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

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

New floor plan(s) must be submitted with this application. (See next page for detailed floor plan instructions.)

Besides the changes requested above, there are no further changes. The current plan of operation (including floor plan) will be followed. I understand any changes to the plan of operation (including floor plan) need to be requested and approved before implementing.

  
\_\_\_\_\_  
Print Name of Individual, Partner, or Agent of Corp/LLC  
  
\_\_\_\_\_  
Signature of Individual, Partner, or Agent of Corp/LLC

# Fiesta Columbia

Breakfast-

Omelette

Eggs

Eggs Pericos- Columbia Scrambled Eggs

Perico Ranchero- Scrambled Eggs

Pancakes

Bacon

Sausage

Chorizo

Lunch/Dinner

Sancocho- Stew

Ajiaco- Soup made with chicken,potatoes,corn,herbs and spices

Changua-Soup made with eggs,milk,bread and scallions

Menudo With Rice

Almojanas- Small round cheese filled bread

Empanadas

Arepas

Tamales

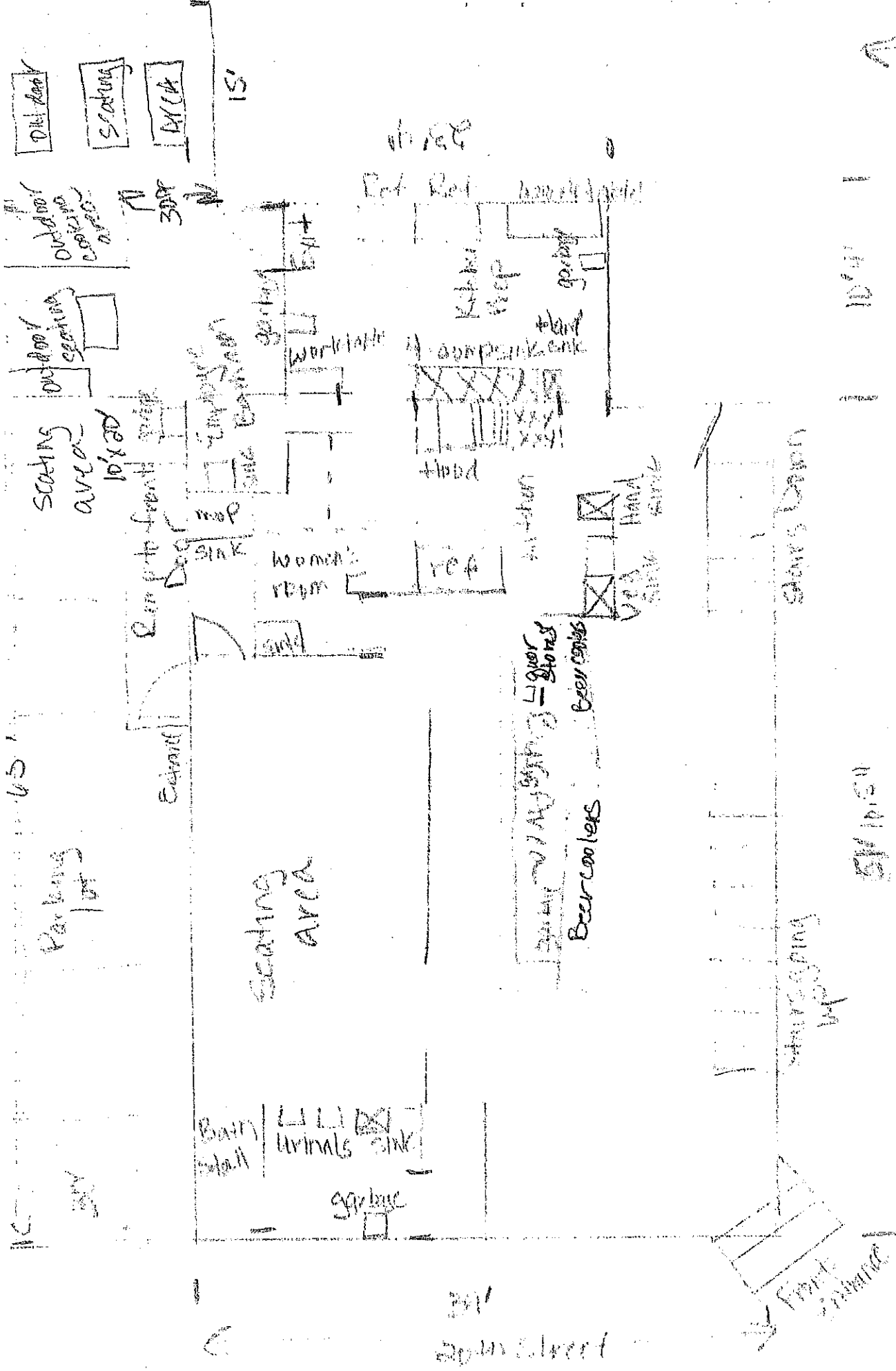
Trout With garlic

Flank Steak

Steak with tomatoe,onion sauce topped with egg

Chicken with rice

Pig roasted stuffed with rice,peas,herbs and spices

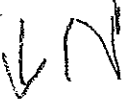


Melissa Cervantes / Asadora, LLC      15'      15'11.5"      15'11.5"      15'  
 DBA Fiesta Columbia      10'4"      15'11.5"      15'11.5"      15'  
 3000 E. 20th Ave      15'11.5"      15'11.5"      15'11.5"      15'  
 Aurora, CO 80012      15'11.5"      15'11.5"      15'11.5"      15'  
 Agent: Melissa Escobar      15'11.5"      15'11.5"      15'11.5"      15'  
 9/20/24      15'11.5"      15'11.5"      15'11.5"      15'  
 Sg-ft 2535      15'11.5"      15'11.5"      15'11.5"      15'

Fiesta Gambaldi, Asadero, LLC  
DBA Fiesta Columbia  
3086 S. 20th  
Milwaukee, WI 53215  
Agent: Melissa Escobar

9/30/24

SG # 2307



# Basement Storage

