



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

Wednesday, January 12, 2022

**COMMITTEE MEETING NOTICE**

AD 08

MACIAS GALLARDO, Juan Manuel, Agent  
Villana's Place, LLC  
3000 W LINCOLN Av #Upper  
Milwaukee, WI 53215

You are requested to attend a virtual hearing to be held on:

**Tuesday, January 25, 2022 at 11:30 AM**

**Regarding:** Your Class B Tavern, Food Dealer and Public Entertainment Premises License Renewal Applications as agent for "Villana's Place, LLC" for "Villana's Place" at 3000 W LINCOLN Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/522275661>. If you wish to call in, please call [+1 \(872\) 240-3311](tel:+18722403311) and use Access Code: **522-275-661**

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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 meeting, please contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stas5@milwaukee.gov](mailto:stas5@milwaukee.gov)**

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 12/13/21

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 331855**

**Application Date:** 12/10/21

**License Location:** 3000 W Lincoln Av

**Business Name:** Villana's Place, LLC

**Licensee/Applicant:** MACIAS-GALLARDO, Juan M  
(Last Name, First Name, MI)

**Date of Birth:** 12/26/1979

**Home Address:** 3000 W. Lincoln Avenue

**City:** Milwaukee

**State:** WI **Zip Code:** 53215

**Home Phone:** 414-315-8170

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 02/13/2018 at 2:00am officers conducted a tavern check at Villana's Place, 3000 W. Lincoln Av. Officers observed about 20 patrons still inside the business. The applicant was on scene and stated it was his first day of business and things did not go as planned. He stated he would close earlier in the future. He was issued a verbal warning.

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2. On 04/28/2019 at 1:13am officers were dispatched to Villana's Place, 3000 W. Lincoln Av. for a fight complaint. The caller was the security guard who called because of patrons fighting and was detaining a subject who was intoxicated. The parties involved stated the fight was between family members and they did not want to prosecute. The applicant was on scene and was upset with the security guard for calling the police. He stated he was paying the security guard to handle these incidents to prevent the Police from being called. He then fired the security guard and sent him home. The officer advised the applicant of the importance of calling the police when incidents occur.

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3. On 01/01/2020 at 3:53am officers were dispatched to a Trouble with Subject at Villana's Bar, 3000 W. Lincoln Av. The officers spoke with security, who stated a subject came into the bar

intoxicated and caused a disturbance. The same subject had been kicked out before for causing a disturbance. Security asked the subject to leave and he refused. Security attempted to deescalate the situation but had to pepper spray the subject. The subject was conveyed to the hospital for medical treatment.

4. On 06/21/2020 at 1:45am officers were dispatched to a Battery complaint at Villana's Place, 3000 W. Lincoln Av. The caller stated she was waiting in line to get in the bar and was pushed down by security. The officers interviewed security, who stated a male subject was upset he was not being let in the tavern, which was at capacity. The subject attempted to force his way into the bar. Security pushed him back out the door and his girlfriend attempted to hit one of the security guards. The guard pushed the female out the door causing her to fall to the ground. The officers watched video of the incident, which showed the patrons as the primary aggressors. The applicant stated he did not want to prosecute, he just wanted the officers to tell the subject they were no longer welcome at the bar.
5. On 12/31/2020 at 11:00pm officers conducted a license premise check at 3000 W. Lincoln Av. The officers entered the establishment and determined the bar was at capacity. The applicant and security were advised to not let any more patrons in the building.

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6. On 01/29/21 at 11:00pm, Milwaukee Police, along with an Environmental Health Specialist, conducted a license premise check at 3000 W. Lincoln Avenue. The Environmental Health Specialist said he would be issuing a citation because there was one couple dancing. The applicant was cooperative with the investigation. (no citations found in the system).

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:210290166

OtherEvent #: 21-LP-0348

## Incident

### 3000 W LINCOLN AV MILWAUKEE, WISCONSIN 53215

Incident Date/Time:: 01/29/2021 22:10:00  
CAD Number:: 210292321  
District:: 2  
Beat:: 226  
Reporting Area:: 5841

## Business Agent (1)

### GALLARDO, JUAN M

Person Involvement: (Must choose Agent (License Holder)  
AGENT from drop down):  
DOB:: 12/13/1979  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-315-8170  
Phone 1 Type:: Phone  
Address:: 3000 W LINCOLN AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215

## Licensed Premise Data (1)

### VILLANAS

Phone 1 Number:: (414)-315-8170  
Phone 1 Type:: Cell  
Address:: 3000 W LINCOLN AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53215  
License Type:: Alcohol  
Licensee Notification Was Made:: Yes  
Licensee Notified Date/Time:: 01/29/2021 00:00:00  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### license premise

Sanchez, Carlissa M 029820

01/30/2021

This report is typed by PO Carissa SANCHEZ assigned to District Two, Late Power Shift, Squad 2578 with

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:210290166

OtherEvent #: 21-LP-0348

PO Oscar ESPITIA.

On Thursday, January 29th, 2021 at approximately 11:00 PM PO ESPITIA and I, along with Squad 2573 (PO Adrian GUTIERREZ and PO Kevin OCHOA) and Michael STARKS the Environmental Health Specialist conducted a License Premise check at the address of 3000 W. Lincoln Av, Villianas which is located in the City and County of Milwaukee WI.

Upon arrival, we observed the establishment to have one couple dancing on the dance floor. The health inspector STARKS will be issuing a citation for not complying with the safety plan.

The owner Juan M. MACIAS-GALLARDO (w/m 12-13-1979) was cooperative during this investigation.

This concludes this report.

## Officer (2)

Reporting Officer:	Sanchez, Carissa M (029820)	01/30/2021 01:06:00
Section: (Work Location):	25	
Approving Officer:	Jolliff, Justin M (018641)	01/31/2021 01:50:08
Section: (Work Location):	24	



Wednesday, January 12, 2022



# Notice of Public Hearing

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MACIAS GALLARDO, Juan Manuel  
Villana's Place at 3000 W LINCOLN Av.  
Your Class B Tavern, Food Dealer and Public Entertainment Premises License Renewal  
Applications

**Tuesday, January 25, 2022 at 11:30 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 virtually on 01/25/2022 at 11:30 AM. 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 will be asked to do so by phone or internet and 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 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 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	2228 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2228A S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2230 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2230A S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2231 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2231A S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2232 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2232 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2232A S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2235 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2236 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2236 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2236A S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2240 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2240A S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2240B S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2241 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2242 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2243 S 29TH ST	MILWAUKEE, WI 53215-2428
CURRENT OCCUPANT	2245 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2246 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2246 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2246A S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2246A S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2246B S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2247 S 29TH ST	MILWAUKEE, WI 53215-2428
CURRENT OCCUPANT	2249 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2249A S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2250 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2250 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2250A S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2251 S 29TH ST	MILWAUKEE, WI 53215-2428
CURRENT OCCUPANT	2252 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2254 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2254 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2254A S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2255 S 29TH ST	MILWAUKEE, WI 53215-2428
CURRENT OCCUPANT	2255 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2255A S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2256 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2257 S 29TH ST	MILWAUKEE, WI 53215-2428
CURRENT OCCUPANT	2257 S 30TH ST	MILWAUKEE, WI 53215-2431
CURRENT OCCUPANT	2257A S 29TH ST	MILWAUKEE, WI 53215-2428
CURRENT OCCUPANT	2258 S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2258A S 31ST ST	MILWAUKEE, WI 53215-2436
CURRENT OCCUPANT	2270 S 30TH ST	MILWAUKEE, WI 53215-2432

CURRENT OCCUPANT	2272 S 30TH ST	MILWAUKEE, WI 53215-2432
CURRENT OCCUPANT	2318 S 30TH ST	MILWAUKEE, WI 53215-2850
CURRENT OCCUPANT	2319 S 30TH ST	MILWAUKEE, WI 53215-2849
CURRENT OCCUPANT	2319A S 30TH ST	MILWAUKEE, WI 53215-2849
CURRENT OCCUPANT	2320 S 31ST ST	MILWAUKEE, WI 53215-2854
CURRENT OCCUPANT	2322 S 30TH ST	MILWAUKEE, WI 53215-2850
CURRENT OCCUPANT	2323 S 30TH ST	MILWAUKEE, WI 53215-2849
CURRENT OCCUPANT	2324 S 31ST ST	MILWAUKEE, WI 53215-2854
CURRENT OCCUPANT	2908 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2909 W LINCOLN AVE	MILWAUKEE, WI 53215-2452
CURRENT OCCUPANT	2911 W LINCOLN AVE	MILWAUKEE, WI 53215-2452
CURRENT OCCUPANT	2913 W LINCOLN AVE	MILWAUKEE, WI 53215-2452
CURRENT OCCUPANT	2914 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2914A W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2915 W LINCOLN AVE	MILWAUKEE, WI 53215-2452
CURRENT OCCUPANT	2916 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2916A W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2922 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2922A W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2924 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2926 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2928 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2928A W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	2934 W LINCOLN AVE	MILWAUKEE, WI 53215-2453
CURRENT OCCUPANT	3000A W LINCOLN AVE	MILWAUKEE, WI 53215-2418
CURRENT OCCUPANT	3003 W LINCOLN AVE	MILWAUKEE, WI 53215-2417
CURRENT OCCUPANT	3003 W LINCOLN AVE, A	MILWAUKEE, WI 53215-2417
CURRENT OCCUPANT	3007 W LINCOLN AVE	MILWAUKEE, WI 53215-2417
CURRENT OCCUPANT	3010 W LINCOLN AVE	MILWAUKEE, WI 53215-2418
CURRENT OCCUPANT	3012 W LINCOLN AVE	MILWAUKEE, WI 53215-2418
CURRENT OCCUPANT	3013 W LINCOLN AVE	MILWAUKEE, WI 53215-2417
CURRENT OCCUPANT	3018 W LINCOLN AVE	MILWAUKEE, WI 53215-2418
CURRENT OCCUPANT	3019 W LINCOLN AVE	MILWAUKEE, WI 53215-2417
CURRENT OCCUPANT	3020 W LINCOLN AVE	MILWAUKEE, WI 53215-2418
CURRENT OCCUPANT	3023 W LINCOLN AVE	MILWAUKEE, WI 53215-2417
CURRENT OCCUPANT	3026 W LINCOLN AVE	MILWAUKEE, WI 53215-2418

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Total Records: 82

Radius: 250.0 feet and Center of Circle: 3000 W Lincoln Av



# 2021-2022 Plan of Operation for 3000 W LINCOLN AV

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean?		<input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:	
How often will grounds be cleaned?		<input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:	
Who cleans the grounds?		<input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:	
How are noise issues prevented and/or addressed?		<input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:	
Are there designated outdoor smoking areas?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>Outside Left and Right side</u> <span style="float:right">From Door</span>	
Number of garbage cans:		Inside <u>#08</u> Locations: <u>3 Inside Bar 1 By Front Door</u> Outside <u>2</u> Locations: <u>2 Inside Bathrooms 2 Inside Kitchen 2 Outside</u>	
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>2</u>		Name of solid waste contractor: <u>egke</u>	
Are there parking spaces on the premises?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list number of spaces: <u>6</u> and describe security plans:	
<u>we have 16 cameras 4 outside 12 inside + Security Guard at Night time</u>			
Are there designated loading areas?		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans: <u>2 Fridays 5 Saturdays 2 Sunday 1 Mondays</u>	
Do you have security personnel on the premise?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many: <u>(2 on Fridays 5 Saturdays</u>	
AND What are their responsibilities?		<u>Check ID Search patrons 2 Sundays 1 Mondays</u>	
What security equipment do they use?		<u>Metal Detector wand Flash lights and ID Scanner</u>	
List their licensing, certification or training credentials:		<u>The are certified by state</u>	
Are there security cameras?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>4 Outside 12 Inside</u>	
Are searches and/or identification checks conducted upon entry?		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>Man and woman Got search at the door after 9 PM and verify legal age to enter</u>	
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>35</u> %	Food Sales <u>45</u> %	Entertainment <u>20</u> %	Other _____ %
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input checked="" type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
<b>4. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
<b>6. Sidewalk Dining: Fee:</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: FREST 15531 Fee: \$800.00</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: DHS - MODERATE, Sales \$20,001 - \$200,000, Tavern Restaurant.		Number/Type of Devices:	
Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

**1. CURRENT APPROVED ENTERTAINMENT for Villana's Place 3000 W LINCOLN AV**

The following types of entertainment have been approved for your current Public Entertainment Premises license:  
Comedy Acts, Disc Jockey, Patron Contests, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, Bands, 4 Amusement Machines

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- |                                                                                           |                                                                              |                                                     |                                                     |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| <input checked="" type="checkbox"/> Instrumental Musicians                                | <input checked="" type="checkbox"/> Bands                                    | <input type="checkbox"/> Battle of the Bands        | <input checked="" type="checkbox"/> Comedy Acts     |
| <input checked="" type="checkbox"/> Disc Jockey                                           | <input type="checkbox"/> Magic Shows                                         | <input type="checkbox"/> Poetry Readings            | <input type="checkbox"/> Dancing by Performers      |
| <input checked="" type="checkbox"/> Jukebox                                               | <input type="checkbox"/> Wrestling                                           | <input checked="" type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance                   | <input checked="" type="checkbox"/> Karaoke                                  | <input type="checkbox"/> Bowling Alley              | <input type="checkbox"/> Pool Tables                |
| <input type="checkbox"/> Motion Pictures (movies by admission)<br>How many screens? _____ | <input checked="" type="checkbox"/> Amusement Machines<br>How many? <u>4</u> | How many? _____                                     | How many? _____                                     |
| <input type="checkbox"/> Other: _____                                                     |                                                                              | Approx. # per year? _____                           | Approx. # per year? _____                           |

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

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. 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: Just self amplified speakers  
Total of 4 One on each wall

**5. 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.

Jean M. Bellard  
Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign