

Melendez, Yadira

From: Spiker, Scott
Sent: Monday, March 4, 2024 10:15 PM
To: Cooney, Jim; Martin, Faviola; Melendez, Yadira
Cc: Litscher, Jarrett
Subject: Fwd: Class B Tavern, Public Entertainment Premises and Food Dealer License Application for El Paraiso Restaurant Bar

Please add this last minute addition to the file for 4068 S Howell Ave, which is the proposed El Paraíso location.

Thank you,
Ald. Spiker

Sent from my iPad

Begin forwarded message:

From: Sue Sorensen <suesorensen48@yahoo.com>
Date: March 4, 2024 at 8:50:35 PM CST
To: "Spiker, Scott" <Scott.Spiker@milwaukee.gov>, "Litscher, Jarrett" <Jarrett.Litscher@milwaukee.gov>
Subject: Class B Tavern, Public Entertainment Premises and Food Dealer License Application for El Paraiso Restaurant Bar

Dear Licensing Committee,

I am writing this letter in regard to the Class B Tavern license requested by El Paraiso Restaurant Bar to be located at 4068 S. Howell Ave., Milwaukee, WI 53207. After attending the meeting with the owner/operator on February 28, 2024 I am opposed to the license for multiple reasons which I will list in detail.

At the meeting we were initially told this would be a restaurant with a bar, however the more information we were given by the owner about the property itself and how the business will be operated it will be a bar, not a restaurant that serves alcoholic drinks. The intent is to have a juke box, karaoke, 5 amusement machines and patrons dancing. The hours of operation initially requested are from 6am to 2-2:30am. That is not a description of a restaurant.

The building itself has a bar in it and an extremely wide-open floor plan now. There is one Women's toilet and one men's toilet with an additional urinal. They have bar top and regular tables. We were told, when we asked repeatedly for the capacity of the space that they have 80 chairs. The way it is set up is more for parties than anything else such as a nightclub that was originally requested. What is to stop that from happening once a license is granted?

There is limited parking behind the building that has space for approximately 6 vehicles and some shared parking with the other building on this lot for possibly five-six cars. Street parking on Howell Avenue is limited on 2 corners due to bus stops and there are multiple driveway entrances on Waterford Avenue that would force patrons to park further into the neighborhood itself.

They license requested states that 30% of revenue will be from alcohol, 20% entertainment and 50% food. They do not have a full-service kitchen to support that percentage for food. As for entertainment. How much money do you make from a juke box or karaoke? And for liquor and gambling machines I'm sure you are better aware of the percentage a bar must make to break even or much less turn a profit than I am but I feel that you'll need to sell more alcohol than 30% to be profitable.

To turn a profit in any of these areas you will need a lot of people patronizing your establishment. We were told that the owners intend to draw patrons from their other locations to this location. This draw of patrons from outside our neighborhood would create parking and additional traffic for those of us who live here.

Parking on Waterford and Burrell Street will bring more noise and traffic to our neighborhood that is unwanted. Those are considered "side streets" or residential, but actually they are both very busy streets within this neighborhood. We don't need additional traffic or cars from outside our neighborhood parked in front our homes.

The hours of operation bring with them several concerns, noise, parking and safety in our neighborhood. We do not want or need drunk patrons in our neighborhood causing trouble after leaving El Paraiso. There is no real way for the business owners to control the actions of their patrons once they leave their building.

El Paraiso Restaurant sounds more like a bar with some food. I feel we have enough of these in our neighborhood. Currently there are at 4 bar/restaurants on Howell Ave alone, within 4 blocks of this location. There are even more within a half mile radius of this location. Some of them have caused the neighborhood issues over the years. We do not want this to happen again and go through all that trouble. Our properties are well kept, and our neighborhood is a family friendly area which we would like to keep that way.

I am asking that this Class B Tavern License not be granted as it is not a good fit for this neighborhood. We have enough bars already.

Respectfully,

Susan and Anthony Sorensen
4121 S Burrell St.
Milwaukee, WI 53207