



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

Friday, June 10, 2016

**COMMITTEE MEETING NOTICE**

AD 08

JIMENEZ SEGURA, Martin, Agent  
MC Jimenez LLC  
2537 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 on:

**Tuesday, June 21, 2016 at 08:30 AM**

**Regarding:**

Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Renewal Applications as agent for "MC Jimenez LLC" for "Candelas" at 2537 W National Av.

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 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:

**Jason Schunk**  
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:** 05/26/2016

**LICENSE TYPE:** Class B Tavern

**NEW:** ☐

**RENEWAL:** ☒

**No. 231443**

**Application Date:** 05/25/2016

**License Location:** 2537 W National Avenue

**Business Name:** MC Jimenez, LLC

**Licensee/Applicant:** Jimenez-Segura, Martin  
(Last Name, First Name, MI)

**Date of Birth:** 09/17/1979

**Home Address:** 2539 W National Avenue

**City:** Milwaukee

**State:** WI **Zip Code:** 53204

**Home Phone:** (414) 467-8826

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

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

1. On 09/13/2004, the applicant was convicted of Operating While Intoxicated (1st) in West Allis City Municipal Court license was revoked for 6 months.

The following applies to corporate officer Claudia Jimenez also known as (TORRES, Claudia):

2. On 01/07/2005, the corporate officer under the name (TORRES, Claudia) was arrested by West Allis Police Department for:

**Charge:** Retail Theft D. Value Greater Than \$10.00  
**Finding:** Convicted – West Allis Municipal Court  
**Sentence:** Fine  
**Date:** 02/07/2005

3. On 03/14/2006, the corporate officer (Jimenez) was charged by Milwaukee County for:

**Charge:** Retail Theft-Intentional Conceal (<=2500)  
**Finding:** Guilty – Milwaukee County Circuit Court  
**Sentence:** House of Correction – Imposed and Stayed 6 months / Probation, Sentence Imposed 1 year  
**Date:** 07/28/2006  
**Case#:** 2006CM002042

RE: JIMENEZ-SEGURA, Martin

4. On 11/30/2007 at 1:50 pm, the corporate officer (Jimenez) was cited by Milwaukee Police Department at 3557 S 27<sup>th</sup> St for:

Charge: Retail Theft  
Finding: Guilty – Milwaukee Municipal Court  
Sentence: \$349.00 Penalty  
Date: 01/25/2008  
Case#: 08002409

5. On 12/24/2009, the corporate officer (Jimenez) was arrested by West Allis Police Department for:

Charge: Retail Theft D. Value Greater Than \$10.00  
Finding: Convicted  
Sentence: Fine  
Date: 01/25/2010

- =====
6. On 11/24/2013 the applicant was cited at 2537 West National Avenue in the city of Milwaukee for Presence of Minor at Licensed Premises (2 counts).

Charge: Presence of Minor at Licensed Premises (2 counts)  
Finding: Guilty (2 counts)  
Sentence: \$374.00 fine (each count)  
Date: 01/31/2014  
Case: 13110774  
     : 13110775

7. On 12/13/2014 Milwaukee police conducted a licensed premise check at 2537 West National Avenue. No violations were observed.
8. On 01/31/2015 Milwaukee police responded to a loud music complaint at 2537 West National Avenue (Candelas). Officers could hear music while standing outside at the rear of the business. They spoke to the applicant who indicated he would ask the DJ to turn down the base on the speakers and he would look into having the rear of the building sound proofed. No violations were observed and no citations were issued.

- =====
9. On 11/25/2015 Milwaukee police conducted a licensed premise check at 2537 West National Avenue. No violations were observed.

10. On 12/26/2015 Milwaukee police responded to a shots fired complaint at 2537 West National Avenue (Candela's Bar). Milwaukee police incident report #153600005 was filed regarding a casing recovered outside the premise. Upon arrival, officers discovered the front door to the business was locked and they had to knock to gain entry. Once inside, officers discovered several patrons under the legal drinking age of 21 and that the number of patrons exceeded the posted authorized occupancy of 99. Officers counted 290 patrons as they exited the business. The applicant, who was on the scene during this incident, received several citations.

Charge	1:	Presence of Minor at Licensed Premise
	2:	Licensed Premise-Immediate Police Entry Required
	3:	Licensed Premise-Exceeding Occupancy Limit
	4:	Disorderly Premises Prohibited
Finding	1:	Guilty
	2:	Guilty
	3:	Guilty
	4:	Guilty
Sentence	1:	\$150.00 fine
	2:	\$150.00 fine
	3:	\$5000.00 fine
	4:	\$150.00 fine
Date	:	03/17/2016
Case	1:	16003061
	2:	16003062
	3:	16003063
	4:	16003064

# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Heather WURTH

Business Name: Candelas Bar

Address of Licensed Premises: 2537 W. National Ave

District: 2

Business Phone: (414)763-898

Type of License: Class B Tavern

☐ Violation / ☐ Incident #

Date of Incident:

Licensee or Manager on premises at time of violation / incident? ☒ Yes ☐ NoLicensee cooperative? ☒ Yes ☐ No (If no, explain in narrative section)

Licensee Notified by Officer: P.O. Shalyn ROMENS

Date: 11/25/15

Time: 10:39pm

Licensee or Agent's Name: Martin JIMENEZ SEGURA

Date of Birth: 09/17/79

Home Address: 2537 W. National Ave #Upper

Home Phone: (414)467-8826

Co-Licensee Name:

Date of Birth:

Home Address:

Home Phone:

Class S License Number:

Bartender Name:

Date of Birth:

Home Address:

Home Phone:

Class D License Number:

Licensed Person / Public Pass. Vehicle, etc.:

Date of Birth:

Home Address:

Home Phone:

Class D License Number:

**VIOLATION/INCIDENT – DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION**

Name of Person Cited:

Date of Birth:

Citation Number:

Violation &amp; Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation &amp; Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation &amp; Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation &amp; Ord. / Statue No.:

Court Date:

Name of Person Cited:

Date of Birth:

Citation Number:

Violation &amp; Ord. / Statue No.:

Court Date:

Investigating Officer: P.O. Shalyn ROMENS

District / Bureau: 24

Date: 11/28/15

Commanding Officer

Date

**DISPOSITION – FOR LICENSING ONLY**

Citation No.	Case Number	Disposition	Judge	Date

Received

Referred

By

PA-33E Narrative

This report is written by P.O. Shalyn ROMENS assigned to Dist 2, Late Power Shift. On Wednesday, November 25, 2015, at approximately 10:29pm Squad 2420 (P.O. Salvador HERNANDEZ and myself) and Squad 2472 (P.O. William BAKER and David CABRAL) conducted a license premis check at ~~201 W. Mitchell St.~~ <sup>2537 W. National</sup>

Upon arrival I spoke with the Licensee, Martin JIMENEZ SEGURA. I informed JIMENEZ SEGURA of the license premis check and that no current complaints had been made.

While on the premises I did not observe any violations and JIMENEZ SEGURA was cooperative. No citations were issued. End of Report.

BWS

# MILWAUKEE POLICE DEPARTMENT

## REPORT OF INCIDENTS INVOLVING LICENSED PERSONS OR PREMISES

TO: Captain Heather WURTH

Business Name: Candela's Bar

Address of Licensed Premises: 2537 W National Ave

Business Phone: 414 764-8826

Type of License: Class B

District: 2

☒ Violation / ☒ Incident # 15-360-0005

Date of Incident: 12-25-15

Licensee or Manager on premises at time of violation / Incident? ☒ Yes ☐ NoLicensee cooperative? ☐ Yes ☒ No (If no, explain in narrative section)

Licensee Notified by Officer: Salvador HERNANDEZ

Date: 12-25-15

Time: 12:30AM

Licensee or Agent's Name: Martin JIMENEZ-SEGURA

Home Address: 2539 W National Ave

Date of Birth: 09-17-79

Home Phone: 764-8826

Co-Licensee Name:

Home Address:

Class S License Number:

Date of Birth:

Home Phone:

Bartender Name:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

Licensed Person / Public Pass. Vehicle, etc.:

Home Address:

Class D License Number:

Date of Birth:

Home Phone:

**VIOLATION/INCIDENT – DESCRIBE FACTS AND CIRCUMSTANCES IN NARRATIVE SECTION**

Name of Person Cited: Martin JIMENEZ-SEGURA

Citation Number: 48969611281

Violation &amp; Ord. / Statue No.: 90-19-1

Date of Birth: 09-17-79

Court Date: 2-10-16

Name of Person Cited: Martin JIMENEZ-SEGURA

Citation Number: 48969611282

Violation &amp; Ord. / Statue No.: 90-27-1-c

Date of Birth: 09-17-79

Court Date: 2-10-16

Name of Person Cited: Martin JIMENEZ-SEGURA

Citation Number: 48969611283

Violation &amp; Ord. / Statue No.: 85-23-4-a

Date of Birth: 09-17-79

Court Date: 2-10-16

Name of Person Cited: Martin JIMENEZ-SEGURA

Citation Number: 48969611284

Violation &amp; Ord. / Statue No.: 90-21

Date of Birth: 09-17-79

Court Date: 2-10-16

Name of Person Cited:

Citation Number:

Violation &amp; Ord. / Statue No.:

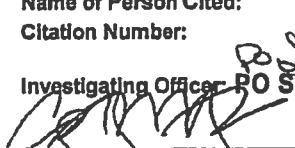
Date of Birth:

Court Date:

Investigating Officer: PO Salvador HERNANDEZ

District / Bureau: 24

Date: 12-26-15



Commanding Officer

Captain Heather Wurdh

**DISPOSITION – FOR LICENSING ONLY**

Citation No.	Case Number	Disposition	Judge	Date

By



This report was typed by PO Salvador HERNANDEZ, assigned to D2, Late Power Shift. On Saturday, December 26, 2015 at 12:22am while on Squad 2464 with PO KAZACHENKO we responded to 2537 W. National Ave, regarding a shots fired complaint along with multiple other squads. All squads on scene were Squad 951 PO BORCHERT/ PO FEDERER, Squad 762 PO WILKINSON/PO KOWALIK, Squad 2340 PO BOEHN/PO RATKOWSKI, Squad 2350 PO PICENO/PO SPINATO, Squad 2472 PO JACKSON/PO JUSTUS, Squad 757 PO BURGER, Squad 761 PO MURRAY/PO RITTNER, Squad 2390 PO SPINATO, and Squad 2412 Sgt. PANNING. A total of 10 squads responded and assisted with this investigation.

The address of 2537 W. National Ave. is a licensed premise by the name of Candela's Bar. The licensee who was on the premises is Martin JIMENEZ-SEGURA w/m 09-17-79. Upon arrival, I observed many police vehicles and a large crowd outside the premises. The front door to the premises was locked and I had to knock in order to be let inside. While inside, I spoke to JIMENEZ-SEGURA who was behind the bar. I expressed to JIMENEZ-SEGURA that there appeared to be many patrons under 21 years of age. JIMENEZ-SEGURA stated there were patrons inside the establishment that were not 21 years of age but were not drinking and were not allowed by the bar. JIMENEZ-SEGURA confirmed to me that he had patrons less than 21 years of age and patrons 21 and over having a "pajama" party at his establishment. JIMENEZ-SEGURA could not assure me that the underage patrons were not drinking alcoholic beverages. I was unable to get any names of the minors due to the large amount of patrons on the premise. JIMENEZ-SEGURA was also unable to provide proof of a special permit for this event. JIMENEZ-SEGURA became bothered after I advised him that the patrons leaving his establishment were causing a disturbance, disturbing the peace outside. I advised JIMENEZ-SEGURA that police was called because shots were fired outside of his establishment by possibly patrons leaving.

JIMENEZ-SEGURA stated we were harassing him and that we should pay attention to the bars selling drugs and not his. I explained to JIMENEZ-SEGURA that I personally have responded to his establishment multiple times due to the patrons leaving his premise fighting, being loud, cruising, and discharging weapons disturbing the peace and creating a disturbance. JIMENEZ-SEGURA stated he was renting the hall to a second party and they were in charge of the party not him. I explained to JIMENEZ-SEGURA that he was the licensee and he was ultimately responsible for what occurred inside and immediately outside his door in regards to his patrons.

The maximum authorized occupancy posted was 99 patrons. JIMENEZ-SEGURA decided to end the "pajama" party while officers were on scene and asked security to start escorting patrons out. I stood with my body camera on, near the exit and began to count the number of patrons exiting. I counted 290 patrons exiting the premise excluding the patrons that were escorted out before police arrival and employees on scene. For purposes of determining the amount for this violation the court may treat each person found to have been on the premises in excess of the permitted limit as a separate violation, but not to exceed \$25,000. This violation could have had an amount of \$59,783 for 191 patrons over the posted limit but it exceeds the maximum per city ordinance. I advised JIMENEZ-SEGURA that I would be citing him for multiple violations I had observed in the establishment.

Squad 2472 PO JUSTUS/PO JACKSON located a casing outside the premise on the southwest corner of the building on the sidewalk. A separate report was filed under incident #15-360-0005, I checked the call history going back to July of 2015 and found multiple calls as follows:

- 07-27-15 The call was for a battery complaint, patrons fighting.
- 07-31-15 The call was for a battery complaint, patrons fighting.
- 08-14-15 The call was for a loud music complaint regarding the premise.
- 08-14-15 The call was for trouble with a subject, patrons fighting.
- 10-03-15 the call was for a loud music complaint regarding the premise.

JIMENEZ-SEGURA was cited for allowing underage on premises, not allowing immediate entry to police during an investigation, exceeding occupy limit by 191 patrons, and disorderly premise.

BL8





Friday, June 10, 2016



# Notice of Public Hearing

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JIMENEZ SEGURA, Martin, Agent  
Candelas at 2537 W National Av

Class B Tavern, Food Dealer, and Public Entertainment Premises License Renewal Applications

**Tuesday, June 21, 2016 at 8:30 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 6/21/2016 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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.**

RESIDENT	MAIL ADDRESS	CITY AND ZIP CODE
CURRENT RESIDENT	2503 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2511 W NATIONAL AVE A	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2511 W NATIONAL AVE B	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2511 W NATIONAL AVE C	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2513 W NATIONAL AVE E	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2513 W NATIONAL AVE F	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2513 W NATIONAL AVE G	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2513 W NATIONAL AVE H	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2514 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2514A W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2516 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2517 W NATIONAL AVE 101	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 102	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 103	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 104	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 105	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 106	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 201	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 202	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 203	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 204	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 205	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2517 W NATIONAL AVE 206	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2518 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2520 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2521 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2521A W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2522 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2524 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2525A W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2526 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2527A W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2527B W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2527C W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2527D W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2528 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2529 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2532 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2534 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2536 W MINERAL ST	MILWAUKEE, WI 53204-1050
CURRENT RESIDENT	2539 W NATIONAL AVE	MILWAUKEE, WI 53204-1056
CURRENT RESIDENT	2600 W NATIONAL AVE 1001	MILWAUKEE, WI 53204-1067
CURRENT RESIDENT	2600 W NATIONAL AVE 1002	MILWAUKEE, WI 53204-1067
CURRENT RESIDENT	2600 W NATIONAL AVE 1003	MILWAUKEE, WI 53204-1067
CURRENT RESIDENT	2600 W NATIONAL AVE 1004	MILWAUKEE, WI 53204-1067
CURRENT RESIDENT	2600 W NATIONAL AVE 1005	MILWAUKEE, WI 53204-1067

[illegible]

[illegible]

CURRENT RESIDENT	2600 W NATIONAL AVE 910	MILWAUKEE, WI 53204-1067
CURRENT RESIDENT	754 S 26TH ST 1	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 2	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 3	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 4	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 5	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 6	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 7	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	754 S 26TH ST 8	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	772 S 26TH ST	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	776 S 26TH ST	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	776 S 26TH ST A	MILWAUKEE, WI 53204-1043
CURRENT RESIDENT	825 S 25TH ST	MILWAUKEE, WI 53204-1039
CURRENT RESIDENT	900 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	900 S 26TH ST B	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	901 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	902 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	902B S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	902C S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	903 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	905 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	906 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	906B S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	906C S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	907 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	908 S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	908A S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	908B S 26TH ST	MILWAUKEE, WI 53204-1048
CURRENT RESIDENT	909 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	909A S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	911 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	911 S 26TH ST	MILWAUKEE, WI 53204-1049
CURRENT RESIDENT	911A S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	915 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	917 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	921 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	925 S 25TH ST	MILWAUKEE, WI 53204-1041
CURRENT RESIDENT	926 S LAYTON BLVD	MILWAUKEE, WI 53215-1631
CURRENT RESIDENT	928 S LAYTON BLVD	MILWAUKEE, WI 53215-1631

Total Records: 180

Radius: 250.0 feet and Center of Circle: 2537 W National AV

## 2016-2017 Plan of Operation for 2537 W NATIONAL AV

### 1. Litter & Security Plans

How are the grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other:

How often will grounds be cleaned? ☒ Daily ☒ Weekly ☐ Other:

Who cleans the grounds? ☒ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other:

How are noise issues prevented and/or addressed? ☒ Security ☒ Manager approaches customer(s) ☐ Call Police ☐ Signs Posted ☐ Other:

Are there designated outdoor smoking areas? ☒ No ☐ Yes If Yes, Describe:

Number of garbage cans: Inside 5 Locations: Bar Restaurant, Kitchen  
Outside 3 Locations: Rear part of building

Is a crowd control barrier used? ☒ No ☐ Yes If Yes, Describe:

Number of restrooms: 2

Name of solid waste contractor: waste management

Are there parking spaces on the premises? ☐ No ☒ Yes If Yes, list number of spaces: 3 and describe security plans: lights

Are there designated loading areas? ☐ No ☒ Yes If Yes, describe security plans: lights

Do you have security personnel on the premise? ☐ No ☒ Yes If Yes, how many? 1  
AND What are their responsibilities? Qara for under age & for arms  
What security equipment do they use? metal detectors  
List their licensing, certification or training credentials: none

Are there security cameras? ☐ No ☒ Yes If Yes, list all locations: indoor & out doors

Are searches and/or identification checks conducted upon entry? ☐ No ☒ Yes If Yes, describe: ID

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

Alcohol 40 % Food Sales 40 % Entertainment 20 % Other \_\_\_\_\_ %

### 3. Businesses On The Premises (choose all that apply):

- ☒ Restaurant ☐ Cafe/Coffee Shop ☐ Cocktail Lounge ☐ Convenience Store ☐ Other:
- ☒ Night Club ☒ Tavern ☒ Banquet Hall ☐ Sports Facility
- ☐ Liquor Store ☐ Hotel ☐ Supermarket ☐ Private/Fraternal/Veterans' Club

### 4. Hours of Operation and Age Restriction

Are there any changes to the current hours of operation or age restriction? ☒ No ☐ 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.

### 5. Floor Plan and Capacity

Are you requesting any changes to the floor plan or capacity? ☒ No ☐ Yes If Yes, Describe:

If requesting changes to the floor plan, submit a new floor plan with this application. Changes in floor plan include changing the location of tables, games, etc. within your current licensed premises. If your changes include adding any additional areas or square footage to your premises, or any renovations to the building will be done, a Permanent Extension of Premises application must be filed.

### 6. Sidewalk Dining (if renewing a current license)

Are there any changes to the sidewalk dining site plan? ☒ No ☐ Yes If Yes, submit an updated site plan with this application.

# PUBLIC ENTERTAINMENT PREMISES RENEWAL SUPPLEMENTARY APPLICATION

## 1. CURRENT APPROVED ENTERTAINMENT

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Disc Jockey, Instrumental Musicians, Bands, Jukebox, Karaoke, Pool Tables

## 2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to ADD:

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

## 5. NOTARIZED SIGNATURES

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 change 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.

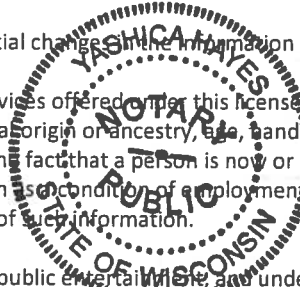
SUBSCRIBED AND SWORN TO BEFORE ME

This 15 day of May, 2016

(Clerk/Notary Public)

My Commission Expires \_\_\_\_\_

\*Notary Seal must be affixed.



[Signature]  
Agent/20% or More Shareholder/Partner

Claudia Jimenez  
Additional 20% or More Shareholder/Partner



## FOOD DEALER LICENSE SUPPLEMENTAL RENEWAL APPLICATION

ccl-food2 3/15/16

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

JIMENEZ SEGURA, Martin, Agent  
MC Jimenez LLC  
2537 W NATIONAL AV  
Milwaukee WI 53204

Current License Expiration Date: 6/30/2016

Application Due Date 4/14/2016

\$75 Late Fee Begins 4/15/2016

**RENEWAL FEE: \$733.37**

FREST 6638

**Aligned to Expire with your: Class B Tavern License on: 5/20/2016**

### SECTION 1 - HOURS OF OPERATION

Are there any changes to the current hours of operation? ☒ NO IF NO, SKIP THIS SECTION

☐ YES IF YES, DESCRIBE: \_\_\_\_\_

**Your current hours of operation are listed on your current license.**

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.

### SECTION 2 - LITTER & NOISE

Are there any changes to your Litter/Noise plan? ☒ NO IF NO, SKIP THIS SECTION

☐ YES IF YES, ANSWER QUESTIONS BELOW

What are your plans to keep the grounds clean? ☐ Sweep ☐ Pressure Wash ☐ Pick Up Litter ☐ Hired Maintenance  
☐ Building Owner's Responsibility ☐ Garbage Cans Outside ☐ Other \_\_\_\_\_

How often will the grounds be cleaned? ☐ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☐ Other \_\_\_\_\_

Who will keep the grounds clean? ☐ Licensee ☐ Building Owner ☐ Employees ☐ Hired Maintenance ☐ Other \_\_\_\_\_

How are noise issues prevented/addressed? ☐ Security ☐ Manager approaches customer(s) ☐ Call police ☐ Signs posted  
☐ Other \_\_\_\_\_

### SECTION 3 - ACKNOWLEDGEMENT & SIGNATURE

The current license includes the following business operations: **DHS - COMPLEX, Sales \$20,001 - \$200,000, Tavern Restaurant, Caterer**

Except for any changes of hours of operation listed in Section 1, I confirm that no changes are being made to the business operations for the 2016-2017 renewal period.

Signature of Individual, Partner, Agent or 20% or More Shareholder: \_\_\_\_\_

**ALSO COMPLETE REVERSE SIDE**





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

Wednesday, June 08, 2016

**COMMITTEE MEETING NOTICE**

AD 08

Princesa E Matos-Cuevas

P. O. Box 64117

Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, June 21, 2016 at 08:30 AM**

**Regarding:**

Your Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey, Instrumental Musicians, Karaoke, Patron Contests, and 2 Pool Tables for "Bella Vista Bar" at 3530 W National Av.

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:

**Jason Schunk**

**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)



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

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**COMMITTEE MEETING NOTICE**

AD 08

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1828 S 7<sup>th</sup> St

Milwaukee, WI 53204

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**JIM OWCZARSKI, CITY CLERK**

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

**Jason Schunk  
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)

Koberstein, Jonathan

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**From:** Celella, Jessica  
**Sent:** Monday, September 28, 2015 10:31 AM  
**To:** Koberstein, Jonathan  
**Cc:** Schunk, Jason  
**Subject:** FW: license at 3530 W. National Avenue

Please add.

---

**From:** Donovan, Robert  
**Sent:** Monday, September 28, 2015 10:30 AM  
**To:** Schunk, Jason; Celella, Jessica  
**Subject:** FW: license at 3530 W. National Avenue

Hi,

Could you make sure the complaint below is included in the file for the application at 3530 W. National Ave. when it comes up in front of Committee?

Thanks,  
Patty

**REDACTED RECORD**

Patty Doherty  
Legislative Aide  
Alderman Donovan  
8<sup>th</sup> District  
(414) 286-3533

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**From:**  
**Sent:** Monday, September 28, 2015 10:26 AM  
**To:** Donovan, Robert  
**Subject:** license at 3530 W. National Avenue

Patty, could you please forward this to each of the people on the License Committee and make sure Alderman Donovan sees this.

Thanks,

Dear Alderman,

This is to inform you that I do not support the new application for a license at 3530 W. National Avenue.

We had no problems when the owner of the building ran the bar, but anytime there has been a renter running it we have had problems with loud noise, littering and loitering. Much of what the applicant had on her application was what the last owners had. We were unable to sleep as long as the business was open because of the loud music (base), and people loitering while they were out smoking, not only on the side of the property, 36<sup>th</sup> Street, but the whole front of the building including my building on National Avenue. Cigarette butts never got cleaned up. They piled up on the sidewalk and gutter. Because there is a sewer grate right along side of the sidewalk, many made its way right down the sewer. The front and side streets was full of garbage continuously. Complaints went on deaf ear. Of yes, a flower pot was finally put outside with flowers in it for people to put butts in. No one seemed to know what it was for so they just got thrown down on the ground

anyway. There is a back door and a parking lot that they easily could go to and smoke. I don't know where they would plan on having live music as the place is not that big. There are two pool tables in the place and some round tables for people to sit at besides the bar which may seat 25-30, and that would be crowding it.

This applicant has not made any effort to talk to any of us in the neighborhood. The owner told me that he advised her that she should try and come talk to me because of all my concerns after the last people were there and were not very cooperative with regards to the noise and my tenants. There has been no contact what so ever,

These are some of the reasons why I don't support this.

Sincerely,

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 05/29/2015  
LICENSE TYPE: BTAVN  
NEW: ☒  
RENEWAL: ☐

No. 209769  
Application Date: 05/28/2015

License Location: 3530 West National Avenue  
Business Name: Bella Vista

Licensee/Applicant: Matos-Cuevas, Princesa  
(Last Name, First Name, MI)

Date of Birth: 12/13/1991

Home Address: 1828 South 7<sup>th</sup> Street

City: Milwaukee

State: WI Zip Code: 53204

Home Phone: 414-334-5316

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

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

1. On 04/01/2011 the applicant was cited at 1828 South 7<sup>th</sup> Street in the city of Milwaukee for Excessive Noise Prohibited.

Charge: Excessive Noise Prohibited  
Finding: Guilty  
Sentence: \$100.00 fine  
Date: 06/29/2011  
Case: 11046660

2. The applicant has warrant #28758012 with the Glendale Police Department dated 11/25/2014 for Operating After Suspension in the amount of \$208.00.

Date: 7-6-15  
Officer: PO Matthew Diener

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

Name of Premise: Bella Vista Bar  
Address: 3520 W National Av  
Phone: 414-334-5316

Owner: Bella Vista Bar  
Owner address: PO BOX 64117  
City State Zip: Milwaukee, WI 53204  
Owner Phone: 414-334-5316  
Owner email:

Licensee/Agent: Princesa MATOS-CUEVAS  
Home Address: 1828 S 7<sup>th</sup> St #upper  
City State Zip: Milwaukee, WI 53204  
Phone: 414-334-5316  
Email:

Preferred contact: phone

Location currently open: ☐ YES ☒ NO

Projected open date: 8-1-15

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

Hours of Operation: Sun: 6am-1:30am  
Mon: 6am-2am  
Tue: 6am-2am  
Wed: 6am-2am  
Thu: 6am-2am  
Fri: 6am-2:30am  
Sat: 6am-2:30am  
24 hours ☐Y ☒N

Premise Type: ☒ Tavern/Bar  
☐ Restaurant  
☐ Other:

Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:  
Tobacco: ☐ Yes ☒ No #:   
Food: ☐ Yes ☒ No #:   
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. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☒ Yes ☐ No
8. Is the parking lot clean? ☒ Yes ☐ No
9. Is the parking lot well lit? ☒ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
  - a. Will this lot have a guard? ☐ Yes ☒ No
  - b. Will this lot have cameras? ☒ Yes ☐ No
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
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☒ Yes ☐ No
15. Are there exterior security cameras ☐ Yes ☒ No How Many:
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

**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. VCR ☐ Yes ☐ No
  - d. Recorded ☐ Yes ☐ No
20. How long is footage stored for later viewing: Unknown
21. Are there exterior cameras ☐ Yes ☒ No How many:
22. Are there interior cameras ☒ Yes ☐ No How many: 4

23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No  
24. Cameras located in parking lot ☒ Yes ☐ No How many?

### Interior Survey:

25. What is the planned/posted capacity? 49  
26. What is the minimum number of employees that will be on premise? 2  
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. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No  
31. 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

32. How many security personnel are going to be employed? 1  
33. How will they be deployed: Interior 1 Exterior  
34. What days will they be deployed? ☐ Mon ☐ Tue ☐ Wed ☒ Thu ☒ Fri ☒ Sat ☐ Sun  
35. Will the security be managed by business ☒ or contracted ☐  
36. Will they be armed? ☐ Yes ☒ No  
37. What type of security measures will be used:  
☒ Wandering/metal detector  
☐ ID Scanner  
☒ Dress Code  
☐ Cover Charge  
☐ Age restriction  
☐ Other  
38. When at capacity, how will the overflow crowd be managed? Does not ever expect to close to capacity  
39. Will a guard monitor the overflow crowd at all times? ☐ Yes ☐ No

### ADDITIONAL COMMENTS/RECOMMENDATIONS:

The applicant had several friends/family members with her during CPTED inspection, and when asked certain questions pertaining to the operation of her bar, she referred to her friends/family members that were there.



# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 12/04/2014

**LICENSE TYPE:** Class B Tavern

**NEW:** ☐

**RENEWAL:** ☒

**No.** 200570

**Application Date:** 12/02/2014

**License Location:** 3530 West National Avenue

**Business Name:** Silver City Sports Bar

**Licensee/Applicant:** Romo West, Peggy A.  
(Last Name, First Name, MI)

**Date of Birth:** 09/22/1970

**Home Address:** 2904 West Pierce Street

**City:** Milwaukee

**Home Phone:** 414-915-3353

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

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

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

1. On 04/20/2014 Milwaukee police conducted a licensed premise check at 3530 West National Avenue (Romo's Silver City Sports Bar). One of the officers discovered that the emergency exit was locked and could not be opened without applying significant force. A warning was issued regarding this violation.
2. On 06/05/2014 the applicant met with Milwaukee police at District 2 police station (245 West Lincoln Avenue) about citizen complaints regarding Romo's Silver City Sports Bar (3530 West National Avenue). These complaints include patrons leaving the business after hours, loud music and patrons urinating outside. The applicant was cooperative with officers and submitted a plan to resolve the problems.
3. On 06/08/2014 Milwaukee police responded to a Battery complaint at 3530 West National Avenue (Silver City Sports Bar). Investigation revealed a patron was escorted from the business for being unruly. While being escorted out, this patron was struck in the head with an unknown object that was thrown by another unidentified patron. The victim complained of pain to her head and the officer observed a red mark on her forehead. Milwaukee police incident report #141590187 filed.

4. On 10/10/2014 Milwaukee police responded to a fight at 3530 West National Avenue. Investigation revealed two patrons were involved in a verbal altercation while outside of the business. No injuries were reported or observed and one of the involved parties had left prior to the arrival of police. Milwaukee police incident report #142832741 filed.
5. On 11/03/2014 Milwaukee police received a complaint that the operators of Romo's Silver City Sports Bar (3530 West National Avenue) were purchasing alcohol from Discount Liquor. On 11/26/2014 Milwaukee police, along with State Department of Revenue Agent Georgeann King, conducted a licensed premise check at the business. During this check, three contaminated liquor bottles were discovered behind the bar and 52 bottles of liquor that had been purchased illegally were confiscated by Agent King. Additionally, the business was ordered closed for unpaid taxes.

Previous premise

# MILWAUKEE POLICE DEPARTMENT

## LICENSE INVESTIGATION UNIT

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 02/21/13

**LICENSE TYPE:** BTAVN

**NEW:**

**RENEWAL:** X

**No.** 162932

**Application Date:** 02/21/1312

**Expiration Date:**

**License Location:** 3530 W National Avenue

**Aldermanic District:** 08

**Business Name:** Frank & Barbs Silver City Bar

**Licensee/Applicant:** Alusevski, Fikri

(Last Name, First Name, MI)

**Date of Birth:** 01/11/1962

**Home Address:** 10561 S Peggy Dr

**City:** Oak Creek

**State:** WI

**Zip Code:** 53154

**Home Phone:** (414) 975-6716

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

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

1. On 03/30/2007, the applicant was cited by City of Milwaukee for:

<b>Charge:</b>	B & Z Violations
<b>Finding:</b>	Guilty
<b>Sentence:</b>	Fined \$1,980.00 (outstanding balance of \$380.00)
<b>Date:</b>	10/25/2007
<b>Case:</b>	07083751

2. On 06/06/08 at 6:22 am, Milwaukee police were dispatched to 3514 W National for an Entry complaint. It was determined that a burglary had occurred with the front door being pried open and video gaming machines money collection boxes being the target. A video camera was observed on the northwest wall of the café that would have captured the entry but the owner advised officers that the camera was in operable. A report was filed.

3. On 11/27/07 at 9:35 pm, Milwaukee police were checking establishments for underage sales of alcohol. Officers, along with a Milwaukee police aide, (who is under the age of 21) entered 3514 W National Avenue and was asked by the bartender, identified as Celina Reynosa, for their ID's. The ID's were given to Reynosa who returned them to police aide with the aide asking for a pitcher of Miller Lite. Reynosa then served the pitcher of beer to the aide. A citation was issued to the licensee, Fikri Alusevski for Sale To Underage.

Charge:	Sale of Alcohol To Underage Person
Finding:	<b>Guilty</b>
Sentence:	Fined \$100.00
Date:	03/05/08
Case:	08000074

4. On 12/05/07 at 2:06 am, Milwaukee police were dispatched to 3514 W National Avenue for an Entry complaint. Investigation found that an entry was made with \$2,100 dollars being stolen from the cash register and four of the video machines being broken into with \$700.00 dollars each being taken from the machines. The owner, Fikri Alusevski, was on scene and advised officers that he does have cameras in the establishment but that they do not work. A report was filed.

=====

Item # 3 previously reported, disposition now added on 02/04/09.

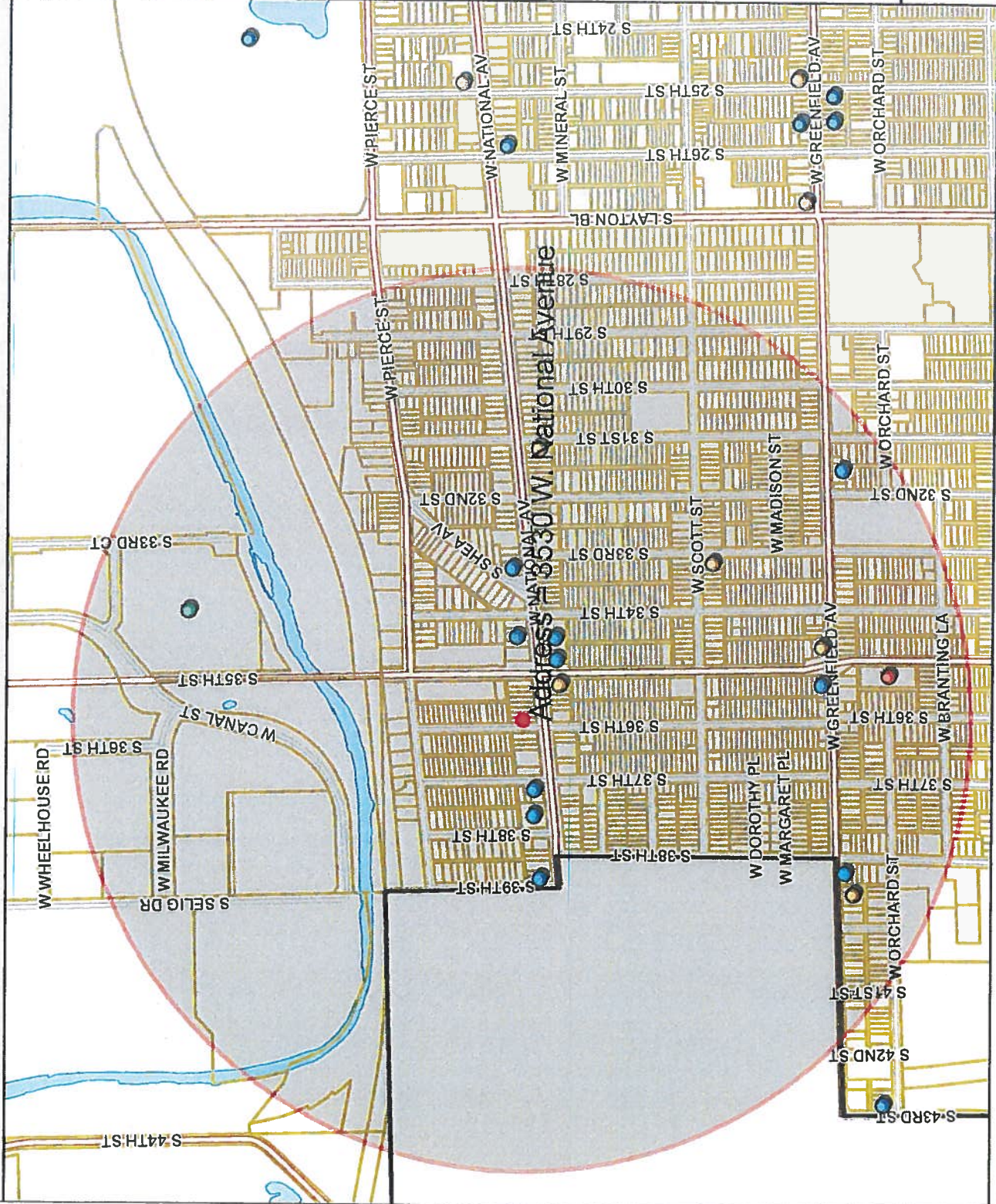
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5. On 01/15/2011 at 1:20am Milwaukee police were dispatched to a fight at 3514 West National Avenue (Silver City Bar). Investigation revealed two of the patrons were fighting while inside the bar. Both parties were cited.
- =====

Previous premise

# Alcohol Concentration for 3530 W. National Avenue

City of Milwaukee, Wisconsin



## - Legend -

- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

## - Notes -

Alcohol establishments within a .5 mile radius centered on 3530 W. National Avenue on 5/8/15



Department of Administration - ITMD

833.3 0 416.67 833.3 Feet

Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information  
Disclaimer  
5/8/2015



[illegible]



Wednesday, June 08, 2016

## Licenses Committee Notice of Hearing

FIRKI ALUSEVSKI  
10561 S PEGGY DR

OAK CREEK, WI 53154

Date: 6/21/2016  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications  
Requesting Disc Jockey, Instrumental Musicians, Karaoke, Patron Contests, and 2  
Pool Tables  
Princesa E Matos-Cuevas  
Bella Vista Bar at 3530 W National Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Wednesday, June 08, 2016



# Notice of Public Hearing

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MATOS-CUEVAS, Princesa E

Bella Vista Bar at 3530 W National Av

Class B Tavern and Public Entertainment Premises License Applications Requesting Disc Jockey,  
Instrumental Musicians, Karaoke, Patron Contests, and 2 Pool Tables

**Tuesday, June 21, 2016 at 8:30 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 6/21/2016 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

---

## 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.**



[illegible]

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CURRENT RESIDENT 736 S 36TH ST  
CURRENT RESIDENT 737 S 35TH ST  
CURRENT RESIDENT 739 S 35TH ST  
CURRENT RESIDENT 740 S 36TH ST  
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CURRENT RESIDENT 922 S 36TH ST

MILWAUKEE, WI 53215-1412

**Total Records: 113**

**Radius: 250.0 feet and Center of Circle: 3530 W National AV**



## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/17/15

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](mailto:license@milwaukee.gov)

### 1. Type of Business

Applying for: ☐ Extended Hours Establishment License ☐ Filling Station License ☒ Other (plan of operation for specific license also required)

Provide a detailed description of the type of business you plan on operating:

TAVERN.

Do you have any experience operating this type of business? ☐ No ☒ Yes

If yes, explain: I was Bartender

### 2. Business Operations

- a. Proposed Opening Date: 06-01-15
- 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: \_\_\_\_\_
- 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 Control

- a. How are grounds kept clean? ☐ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Hired Maintenance  
☐ Building Owner Responsibility ☒ Garbage Cans Outside ☐ 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: \_\_\_\_\_  
Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- e. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: outside
- f. Number of Garbage Cans: Inside: 4 Locations: 2 in bar / 2 in bathroom  
Outside: 1 Locations: Back of building
- g. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: Security People.
- h. Describe sanitation facilities (restrooms): 1 men / 1 women
- i. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: \_\_\_\_\_

#### 4. Parking & Security

- a. Are there off-street parking places? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_

Describe security plan for parking lot: \_\_\_\_\_

- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe security for loading zone \_\_\_\_\_

- c. Will you have security personnel on premise? ☐ No ☒ Yes If yes, how many? 2

What are their responsibilities? Control people.

Is security equipment used? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

List their licensing, certification, or training credentials \_\_\_\_\_

Will there be security cameras? ☐ No ☒ Yes If yes, where? inside and outside

Will searches or identification checks be conducted upon entry? ☐ No ☒ Yes If yes, describe by security

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

Alcohol <u>100</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Other _____ % Describe: _____	

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

##### Type 1

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop  | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club              | <input checked="" type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge              | <input type="checkbox"/> Teen Club                       |
| <input type="checkbox"/> Bowling Alley           | <input type="checkbox"/> Hotel             | <input type="checkbox"/> Banquet Hall                 | <input type="checkbox"/> Sports Facility                 |

##### Type 2

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> Liquor Store    | <input type="checkbox"/> Corner Store                     | <input type="checkbox"/> Supermarket                    | <input type="checkbox"/> Convenience Store |
| <input type="checkbox"/> Gas Station     | <input type="checkbox"/> Amusement/Phonograph Distributor | <input type="checkbox"/> Auto Wrecker                   |  |
| <input type="checkbox"/> Used Car Dealer | <input type="checkbox"/> Used Auto Parts                  | <input type="checkbox"/> Personal Service Establishment | <input type="checkbox"/> Recording Studio  |

What other types of 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: \_\_\_\_\_

#### 7. Legal Capacity (only if a Type 1 premises in #6 above)

Capacity 80 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

## 8. Premises Description

d. 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: \_\_\_\_\_

e. Describe Location: ☒ Major Thoroughfare ☒ Secondary Street ☐ Other: \_\_\_\_\_

f. Nearest Major Cross Street: \_\_\_\_\_

g. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: \_\_\_\_\_

h. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories \_\_\_\_\_ ☐ Other: \_\_\_\_\_

i. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: \_\_\_\_\_

j. Property Owner's Name: FIKRI ALUSEVSKI Phone Number: 414-9756716

Address: 10561 S PEGGY DR OAK CREEK WI 53154

## 9. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Number of Customers expected each day	Potential Age Range of Customers	Class B Applicants: Age Restriction (If none, write 'None')
	Open (include a.m. or p.m.)	Close (include a.m. or p.m.)			
Sunday	6 AM	1.30 AM	10	21-70	NONE
Monday	"	"	8	}	}
Tuesday	"	"	10		
Wednesday	"	"	11		
Thursday	"	"	11		
Friday	"	2. AM	20		
Saturday	"	2. AM	30		

Entertainment Indoor Closing Hours - If alcohol beverage establishment, same as alcohol license hours.

If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours - 10:00 pm Sunday - Thursday; 12:00 am Friday and Saturday,

unless otherwise approved by Common Council in licensee's plan of operation.

## 10. Required Signature(s)

[Signature]  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)Legal Entity Name: PRINCE & MANS-CUEVASPremise Address: 3530 W. NATIONAL AV.**Proximity of Premises to Church, School, Daycare Center or Hospital**Is there at least 300 feet between the building and any church, school, daycare center or hospital? ☒ Yes ☐ No**"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 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 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: \_\_\_\_\_**Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)**

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lessee/buyer

**Property Information (new & transfer applicants only)**a) Do you own or lease the building? ☐ Own ☒ Leaseb) Who owns the fixtures (for example, coolers, etc.)? owner - FIKRI ALUSEVSKIc) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ \_\_\_\_\_d) Total amount paid for business \$ 0e) 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*See Application Information for a list of all required application forms.*

### Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins JUNE Ends JUNE 2017
- b) Monthly rental \$ 1900.00
- 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)? 2 yrs
- 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): \_\_\_\_\_

### Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 6 day of May, 2015

Rodrigo Diez  
(Clerk/Notary Public)  
**RODRIGO DIEZ**  
Notary Public  
State of Wisconsin

My Commission Expires 01/25/19

\*Notary Seal must be affixed.

X [Signature]  
Sole Proprietor, Partner, 20% or more Shareholder, or  
Agent – only if there are no 20% or more shareholders

\_\_\_\_\_  
Additional partner or 20% or more shareholder

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 premise applicants must submit the following:

- ☐ Proof of ownership, lease or offer to purchase the building ☐ 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)

## TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input 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 type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Wrestling	<input checked="" type="checkbox"/> Patron Contests	<input type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Jukebox	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input checked="" type="checkbox"/> Pool Tables
<input type="checkbox"/> Motion Pictures	<input type="checkbox"/> Amusement Machines --	How many? _____	How many? <u>2</u>
How many? _____	How many? _____	<input type="checkbox"/> Concerts	<input type="checkbox"/> Theatrical Performances
<input type="checkbox"/> Other: _____		Approx. # per year? _____	Approx. # per year? _____

## WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

☒ No ☐ Yes, describe: \_\_\_\_\_

## LEGAL CAPACITY OF PREMISES

80 (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.

## WILL SOUND AMPLIFICATION EVER BE USED?

☐ No ☒ Yes, describe: SPEAKERS

## DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

Read And Initial Each Item Confirming Your Understanding:

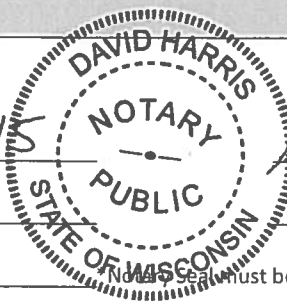
- 1 PHM I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.
- 2 PHM I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.
- 3 PHM 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.
- 4 PHM 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.

## NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 7th day of May, 20 15  
David Harris

(Clerk/Notary Public)

My Commission Expires 2/19/17
[Signature]  
Agent/Owner/Partner

Additional Owner/Partner

Notary Seal must be affixed.

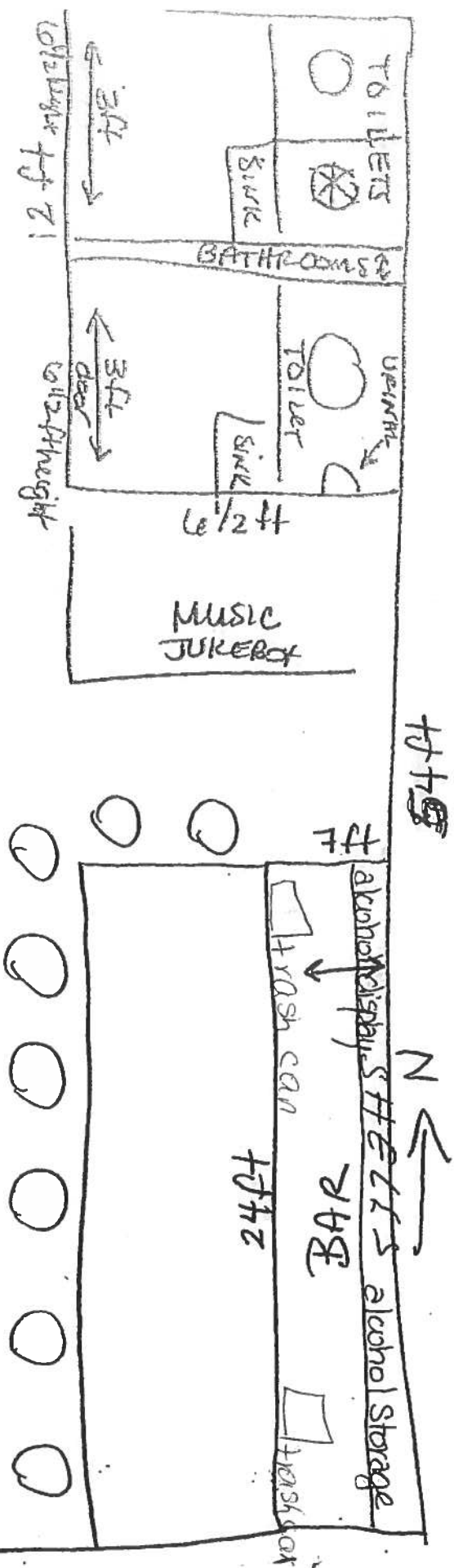
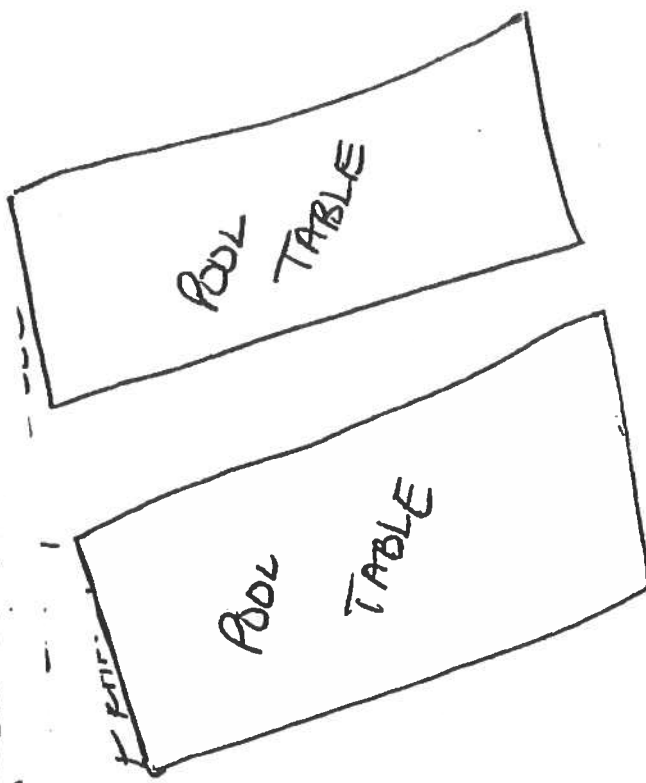
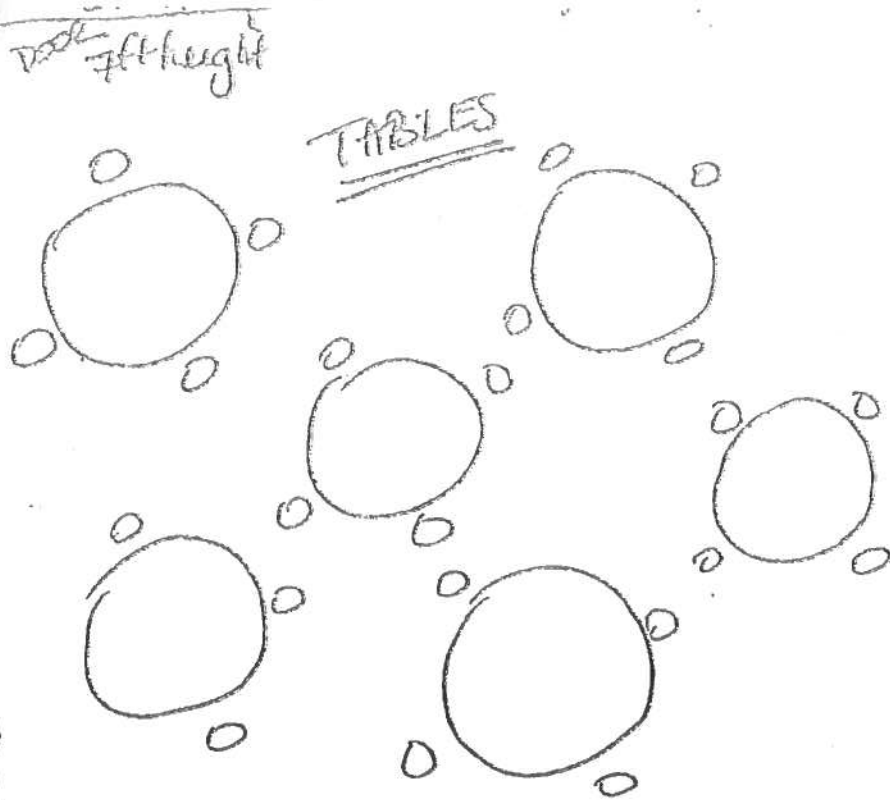
Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

☐ Check if only PEP (must be heard w/in 60 days) Granted \_\_\_\_\_ License # \_\_\_\_\_

Princesa e Mapas-Cuevas.  
Bella Vista Bar 5-7-15  
3530 W. National Ave.

TOTAL SQUARE Feet  
1296 ft.

24 ft.  
National AVE



54 ft.

Princesa E Matos-Cuevas  
Bella Vita Bar 5-4-15  
3530 W. National Ave.

alcohol  
STORAGE

12 ft →

9 ft →

alcohol  
COOLER

9 ft →

SOME  
1296 feet

NOT  
USED  
ENTIRE  
SPACE

3 ft Door 7 ft high

24 ft

BACK

15 ft 10 ft

54 ft

BASEMENT

→ N

THC  
National Ave

FRONT



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

Wednesday, June 08, 2016

**COMMITTEE MEETING NOTICE**


AD 08

PLASENCIA, Ramiro, Agent  
Plascencia Auto Sales & Repairs LLC  
2875 S 33RD St

Milwaukee, WI 53215

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, June 21, 2016 at 08:30 AM**

**Regarding:** Your Secondhand Motor Vehicle Dealer's License Application as agent  "Plascencia Auto Sales & Repairs LLC" for "Plascencia Auto Sales & Repairs" at 2911-17 W Burnham St.

There is a possibility that your application may be denied for one or more of the following reasons: Neighborhood Objections to the granting of such a license due to the creation of undesirable neighborhood problems, such as: parking and traffic problems which cause the normal flow of traffic on roadways and alleys to be impeded, loitering, littering, noise, loud music, and conduct which will have an adverse impact on the public health, safety and welfare of the community. Additionally, the over concentration of secondhand motor vehicle dealers in the neighborhood such that the concentration will have an adverse impact on the public health, safety and welfare of the neighborhood. you do not meet the statutory and municipal requirements; the appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems, whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

**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.

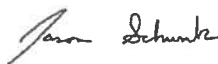
You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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:



**Jason Schunk  
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)



Wednesday, June 08, 2016



# Notice of Public Hearing

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PLASENCIA, Ramiro, Agent  
Plascencia Auto Sales & Repairs at 2911-17 W Burnham St  
Secondhand Motor Vehicle Dealer's License Application

**Tuesday, June 21, 2016 at 8:30 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 6/21/2016 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	2821A W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	1927 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1916 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1905 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1923A S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2900A W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1937 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1900 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1812A S 30TH ST	MILWAUKEE, WI 53215-2126
CURRENT OCCUPANT	1818 S 30TH ST	MILWAUKEE, WI 53215-2126
CURRENT OCCUPANT	1901 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1930 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1936A S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1929 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2902 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1909 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1945A S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1913 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2820 W BURNHAM ST	MILWAUKEE, WI 53215-2212
CURRENT OCCUPANT	1928 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1924 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1945 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1936 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	1920A S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	2821 W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	1917 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1934 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1910 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1901A S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1925 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1931 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1815 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1910A S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	3000 W BURNHAM ST	MILWAUKEE, WI 53215-2128
CURRENT OCCUPANT	1905 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1916 S 30TH ST B	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	2926 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	2908 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1932A S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1920 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	2818 W BURNHAM ST	MILWAUKEE, WI 53215-2212
CURRENT OCCUPANT	1923B S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2900 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1913 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1917 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1813 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1917 S 29TH ST A	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1934A S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	3002 W BURNHAM ST	MILWAUKEE, WI 53215-2128
CURRENT OCCUPANT	2822 W BURNHAM ST	MILWAUKEE, WI 53215-2212
CURRENT OCCUPANT	1944 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1916 S 29TH ST	MILWAUKEE, WI 53215-2230
CURRENT OCCUPANT	2920 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1921 S 29TH ST	MILWAUKEE, WI 53215-2229
CURRENT OCCUPANT	1932 S 30TH ST	MILWAUKEE, WI 53215-2130

CURRENT OCCUPANT	1905A S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	2827A W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	2827 W BURNHAM ST	MILWAUKEE, WI 53215-2211
CURRENT OCCUPANT	1923 S 30TH ST	MILWAUKEE, WI 53215-2129
CURRENT OCCUPANT	1812 S 30TH ST	MILWAUKEE, WI 53215-2126
CURRENT OCCUPANT	2906 W BURNHAM ST	MILWAUKEE, WI 53215-2214
CURRENT OCCUPANT	1817 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1819 S 29TH ST	MILWAUKEE, WI 53215-2207
CURRENT OCCUPANT	1916 S 30TH ST A	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1818 S 29TH ST	MILWAUKEE, WI 53215-2208
CURRENT OCCUPANT	1924 S 30TH ST	MILWAUKEE, WI 53215-2130
CURRENT OCCUPANT	1818A S 30TH ST	MILWAUKEE, WI 53215-2126

**Total Records: 68**

**Radius: 250.0 feet and Center of Circle: 2911 W Burnham ST**



## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 11/16/15

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](mailto:license@milwaukee.gov)

### 1. Type of Business

- Applying for: ☐ Extended Hours Establishment ☐ Filling Station  
☐ Self Service Laundry ☐ Rooming House ☐ Hotel/Motel ☐ Massage Establishment  
☒ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Secondhand Motor Vehicle Dealer & Repair Shop

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

### 2. Business Operations

- a. Proposed Opening Date: 7/1/16
- 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: \_\_\_\_\_
- 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: New Construction

### 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: N/A

### 4. Smoking & Sanitation

- f. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- g. Number of Garbage Cans: Inside: 4 Locations: Office/Bathroom/Shop (2)  
Outside: 3 Locations: Next to each door & one for the lot
- h. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- i. How many restrooms are on the premises? 1
- j. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: \_\_\_\_\_



## 5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? \_\_\_\_\_

Describe parking security plan: \_\_\_\_\_

- b. Is there a loading zone? ☐ No ☐ Yes If yes, describe loading area security plan \_\_\_\_\_

- c. Will you have security personnel on premise? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_

What are their responsibilities? N/A

Is security equipment used? ☒ No ☒ Yes If yes, describe \_\_\_\_\_

List their licensing, certification, or training credentials \_\_\_\_\_

Will there be security cameras? ☐ No ☒ Yes If yes, where? Inside building(2) Outside (2)

Will searches/identification verification be conducted upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

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

Alcohol _____%	Food _____%	Secondhand Merchandise <u>7000</u> %	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%		
Pawnbroker Activity _____%	Salvaged Materials _____% (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____%	Other <u>30</u> % Describe: <u>Car Repairs</u>

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

### Type 1

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> Full Service Restaurant   | <input type="checkbox"/> Cafe/Coffee Shop   | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club  | <input type="checkbox"/> Tavern   | <input type="checkbox"/> Cocktail Lounge              | <input type="checkbox"/> Teen Club                       |
| <input type="checkbox"/> Banquet Hall  | <input type="checkbox"/> Sports Facility  | <input type="checkbox"/> Bowling Alley                |  |
| <input type="checkbox"/> Hotel/Motel : Number of Floors: _____<br>Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____<br>Number of Rooms: _____ |   |  |

### Type 2

- |  |  |                                      |   |
|--|--|--------------------------------------|---|
| <input type="checkbox"/> Liquor Store    | <input type="checkbox"/> Corner Store  | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Convenience Store            |
| <input type="checkbox"/> Gas Station     | <input type="checkbox"/> Amusement/Phonograph Distributor  |                                      | <input type="checkbox"/> Recycling, Salvage or Towing |
| <input type="checkbox"/> Used Car Dealer | <input type="checkbox"/> Personal Service Establishment<br>(such as tattoo business, hair salon, tailor, etc.) |                                      | <input type="checkbox"/> 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 #6 above)

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

## 9. Premises Description

d. 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: \_\_\_\_\_

e. Describe Location: ☐ Major Thoroughfare ☒ Secondary Street ☐ Other: 2

f. Nearest Major Cross Street: 29TH & Burnham

g. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: \_\_\_\_\_

h. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories \_\_\_\_\_ ☐ Other: \_\_\_\_\_

i. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: \_\_\_\_\_

j. Building Owner Name: Ramiro Plascencia Phone Number: 414 841 5614

Business Owner Address: 2875 S 33TH, Milwaukee WI 53215

## 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	CLOSED				
Monday	9:00 A	8:00 P	15	18-65	N/A
Tuesday	9:00 A	8:00 P	15	"	
Wednesday	9:00 A	8:00 P	15	"	
Thursday	9:00 A	8:00 P	20	"	
Friday	9:00 A	8:00 P	25	"	
Saturday	9:00 A	2:00 P	25		

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 a.m. and 5 a.m.

Entertainment Indoor Closing Hours: If alcohol beverage establishment, same as alcohol license hours.  
If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours: 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 11. Signature(s)

 Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



## SECONDHAND MOTOR VEHICLE DEALER LICENSE SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov)

Legal Entity Name: Plascencia Auto Sales & Repairs LLC

Premise Address: 2911-2917 W Burnham St., Milwaukee WI 53204

What type of license are you applying for? (check one)

☒ Retail

☐ Wholesale

In addition to secondhand vehicles, will you be dealing in secondhand vehicle parts? ☐ Yes ☐ No

### RETAIL DEALERS ONLY

Total Number of Parking Spaces (including customer/employee parking) 12

Number of Parking Spaces that will be used for Display/Storage of Secondhand Motor Vehicles 10

### STORAGE, MAINTENANCE & REPAIR

Do you understand that all vehicles associated with the business must be stored on the licensed premise? ☒ Yes ☐ No

List your plans to ensure this requirement is met: All employees will be trained. No outside vehicles allowed

Do you understand all maintenance/repair work to these vehicles must be confined to the licensed premise? ☒ Yes ☐ No

List your plans to ensure this requirement is met: Yes - We are designing a repair shop in the building

### DISCLOSURE

Has any person on the application ever had a license relating to the activities licensed in Milwaukee Code of Ordinances Chapter 92 denied, not renewed, suspended, or revoked? ☒ No ☐ Yes

If yes, provide the circumstances and jurisdiction in which the event occurred (including a record of any actions from the State Department of Transportation and Financial Institutions relating to suspensions, revocations, forfeitures and warnings imposed by these departments relating to the operation of any automotive sales business by the applicant):

### REQUIRED SIGNATURE(S)

X

Sole Proprietor, Partner, 20% or more Shareholder,  
or the Agent - only if there are no 20% or more shareholders

Additional partner(s) or 20% or more shareholder(s)

**SUBMIT THIS FORM ALONG WITH THE  
BUSINESS LICENSE APPLICATION & BUSINESS LICENSE PLAN OF OPERATION**

### Office Use Only:

Initials	Filed	App #	Paid	MPD
DNS	LC	CC	Issued	License #



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

Wednesday, June 08, 2016

**COMMITTEE MEETING NOTICE**

AD 08

Jerud G Sagorac

1366 Cider Circle

Mukwonago, WI 53149

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall on:

**Tuesday, June 21, 2016 at 08:30 AM**

**Regarding:**

Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Jukebox, Karaoke, 5 Amusement Machines, and a Pool Table for "Coach Sagorac's BIG TIME Pub of Greatness" at 2204 W Forest Home Av.

- 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 OW CZARSKI, CITY CLERK**

BY:

Jason Schunk

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:** 04/29/2016  
**LICENSE TYPE:** BTAVN  
**NEW:** ☒  
**RENEWAL:** ☐

**No. 229101**  
**Application Date:** 04/28/2016

**License Location:** 2204 West Forest Home Avenue  
**Business Name:** Coach Sagorac's

**Licensee/Applicant:** Sagorac, Jerud G.  
(Last Name, First Name, MI)

**Date of Birth:** 02/22/1978

**Home Address:** 1366 Cider Circle  
**City:** Mukwonago  
**Home Phone:** 414-531-4231

**State:** WI **Zip Code:** 53149

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

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

1. On 08/22/2008 the applicant was charged in Waukesha County with Criminal Damage to Property \$943.01(1) and Disorderly Conduct §947.01.

Charge	1:	Criminal Damage to Property
	2:	Disorderly Conduct
Finding	1:	Guilty
	2:	Guilty
Sentence	1:	21 months probation (withheld)
	2:	21 months probation (withheld)
Date	:	11/19/2008
Case	:	2008CF000911

2. On 08/22/2015 the applicant was cited in West Allis for Disorderly Conduct.

Charge	:	Disorderly Conduct
Finding	:	Guilty
Sentence	:	Fine
Date	:	09/02/2015
Cast	:	M150032051

3. On 01/06/2016 the Wisconsin Department of Transportation revoked the applicant's driver's license for 6 months for Operating While Intoxicated.

Date: 5-15-16  
Officer: PO Matthew Diener

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

Name of Premise: Coach Sagorac's  
Address: 2204 W Forest Home Av  
Phone:

Owner: Jerud G Sagorac  
Owner address: 1366 Cider Cir  
City State Zip: Mukwanago, WI 53149  
Owner Phone: 414-531-4231  
Owner email: jerudsagorac@yahoo.com

Licensee/Agent: same as owner  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: phone

Location currently open: ☒ YES ☐ NO

Projected open date:

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

Hours of Operation: Sun: 11a-2a 24 hours ☐ Y ☒ N  
Mon: 3p-2a  
Tue: 3p-2a  
Wed: 3p-2a  
Thu: 3p-2a  
Fri: 3p-2:30a  
Sat: 11a-2:30a

Premise Type: ☒ Tavern/Bar  
☐ Restaurant  
☐ Other:

Licenses currently held:

Alcohol: ☐ Yes ☒ No Class: #:  
Tobacco: ☐ Yes ☒ No #:   
Food: ☐ Yes ☒ No #:   
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. Street parking ☒ Yes ☐ No
7. Is there a parking lot ☐ Yes ☒ No
8. Is the parking lot clean? ☐ Yes ☐ No
9. Is the parking lot well lit? ☐ Yes ☐ No
10. Valet Parking ☐ Yes ☐ No
  - a. Will this lot have a guard? ☐ Yes ☐ No
  - b. Will this lot have cameras? ☐ Yes ☐ No
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
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☐ Yes ☒ No
15. Are there exterior security cameras ☒ Yes ☐ No How Many: 3
16. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

**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. VCR ☐ Yes ☐ No
  - d. Recorded ☒ Yes ☐ No
20. How long is footage stored for later viewing: 30 days
21. Are there exterior cameras ☒ Yes ☐ No How many: 3
22. Are there interior cameras ☐ Yes ☒ No How many: Plans on installing 3-4



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/posted capacity 79  
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. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No  
31. 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**

32. How many security personnel are going to be employed: Will hire if needed  
33. How will they be deployed: Interior Exterior  
34. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun  
35. Will the security be managed by business ☐ or contracted ☐  
36. Will they be armed ☐ Yes ☐ No  
37. What type of security measures will be used:  
☐ Wandering/metal detector  
☐ ID Scanner  
☐ Dress Code  
☐ Cover Charge  
☐ Age restriction  
☒ Other Card patrons  
38. When at capacity, how will the overflow crowd be managed? Patrons will be turned away  
39. Will a guard monitor the overflow crowd at all times? ☐ Yes ☒ No

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

**MILWAUKEE POLICE DEPARTMENT**  
**LICENSE INVESTIGATION UNIT**

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
**SYNOPSIS**

**DATE: 02/25/2016**

**LICENSE TYPE: BTAVN**

**NEW:**

**RENEWAL: X**

**No. 226135**

**Application Date: 02/25/2016**

**Expiration Date:**

**License Location: 2204 W Forest Home Avenue**

**Aldermanic District: 08**

**Business Name: Class Reunion**

**Licensee/Applicant: Kapke, Kenneth A**

(Last Name, First Name, MI)

**Date of Birth: 01/09/55**

**Male:**

**Female:**

**Home Address: 6571 W Dodge Place**

**City: Milwaukee**

**State: Wi**

**Zip Code: 53220**

**Home Phone: (414) 327-0422**

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

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

1. On 02/01/09 at 9:48 pm, Milwaukee police were dispatched to 2204 W Forest Home Avenue for a Fight complaint. Officers spoke to a patron who stated he was called a female "crackhead" when she and her boyfriend approached him and the female slapped him in the head. Officers also spoke with the bartender Lisa Reed who confirmed what had happened. The couple left the tavern before police arrived. The licensee, Kenneth Kapke, was not on scene. The call was advised.

- =====
2. On 09/12/09 at 7:57 pm, Milwaukee police conducted a License Premise Check at 2204 W Forest Home Avenue. Officers spoke with Kenneth Kapke and no violations were found.
- =====

3. On 01/22/2016 Milwaukee police responded to an armed robbery complaint at Class Reunion (2204 West Forest Home Avenue). Investigation revealed a subject robbed the patrons of the business at gunpoint and fired one shot as he fled the premise. Milwaukee police incident report # 160220011 filed.

**Previous premise**



# Alcohol License Concentration for 2204 W Forest Home Ave

City of Milwaukee, Wisconsin



## - Legend -

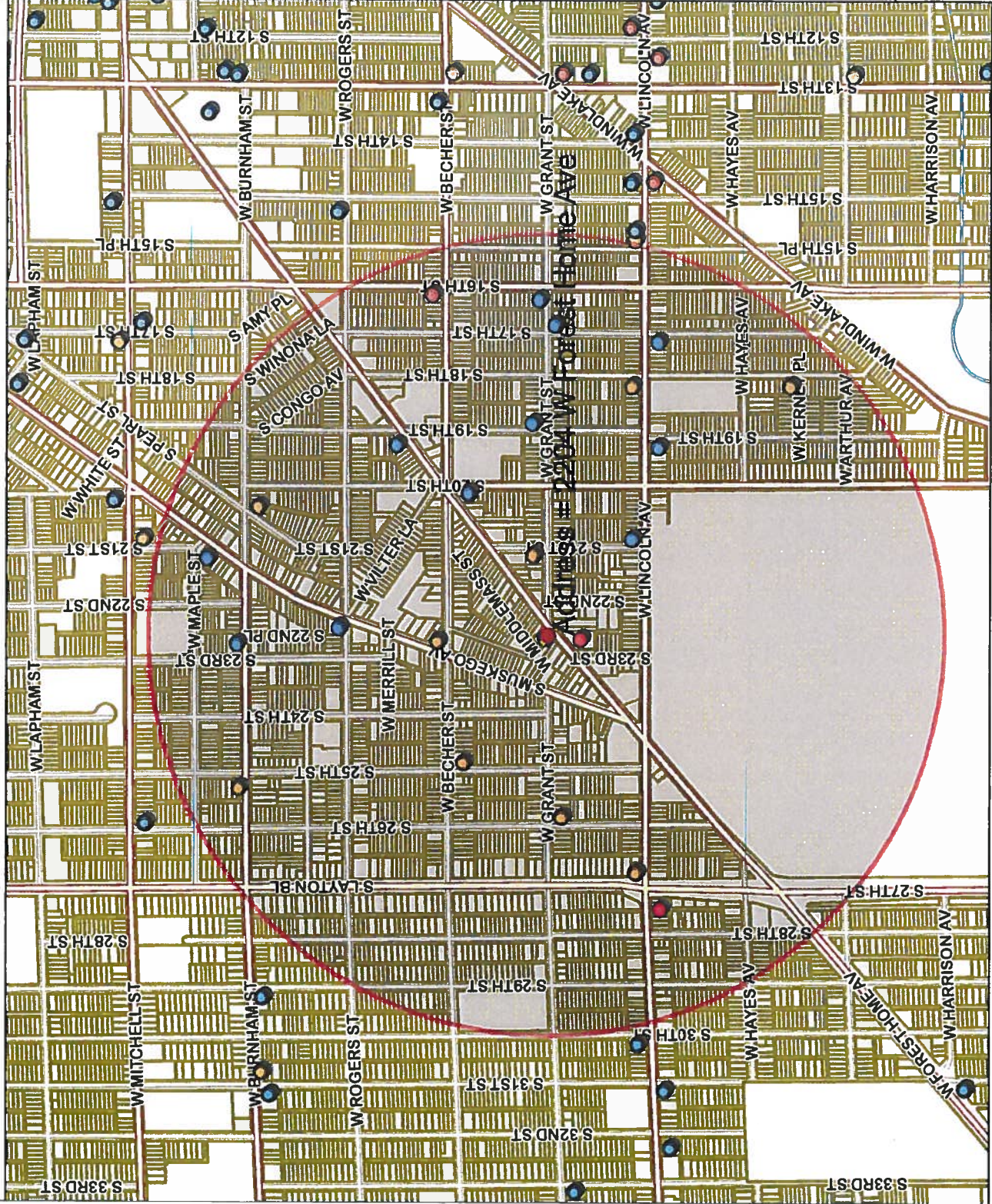
- City limits
- Parcels
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
  - Class A intoxicating liquor
  - Class A fermented malt beverage
  - Class A liquor and malt
  - Class B fermented malt beverage
  - Class B tavern
  - Class C wine retailer

## - Notes -

Licensed Alcohol Establishments Within  
a .5 Mile Radius Centered on 2204 W  
Forest Home Ave on 04/28/2016



Department of Administration - ITMD



0 468.83 937.7 Feet

Map Scale: 1: 11,252



Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 2204 @ Forest Home Ave on 04/28/2016										Total
License Summary:										
Class A Fermented Malt Beverage Retailer's License										9
Class A Malt & Class A Liquor License										3
Class B Tavern License										12
										Grand Total = 24
Legal entity	Trade name	Licenses	Address	License type name	Total capacity	Room capacity	Expiration date			
ABDELAL, LLC	GRANT MARKET	SAED F ABDELAL, Agt	2100 W GRANT ST	Class A Fermented Malt Beverage Retailer's License			5/14/2017			
Nam Food and Beer Center, LLC	Lucky Food and Beer	LAKHWINDER KAUR, Agt	2638 W Lincoln AV	Class A Fermented Malt Beverage Retailer's License			2/27/2017			
NEA, LLC	TIME FOOD MART	NEDAL K ASSAD, Agt	1835 S 25TH ST	Class A Fermented Malt Beverage Retailer's License			12/18/2016			
NIKOLA'S DOLLAR PLUS, LLC	NIKOLA FOOD MARKET	YOUSSEF N HINNAWI, Agt	2539 W GRANT ST	Class A Fermented Malt Beverage Retailer's License			12/11/2016			
PEAK CORPORATION	EXPRESS PANTRY	RAFIQUE I ABDULLAH, Agt	1804 W LINCOLN AV	Class A Fermented Malt Beverage Retailer's License			5/4/2016			
ROMANS FOODS	ROMANS FOODS	NEDAL K ASSAD, SP	2441 S 18TH ST	Class A Fermented Malt Beverage Retailer's License			5/15/2017			
San Ignacio Market	San Ignacio Market	BENITO ALDANA, SP	2082 S MUSKEGO AV	Class A Fermented Malt Beverage Retailer's License			9/20/2016			
South Ave Food Inc	South Ave Foods	MAJID ELDEAN A ELASMAR, Agt	2108 S 25TH ST	Class A Fermented Malt Beverage Retailer's License			10/13/2016			
Starlite Beer & Food, Inc.	Starlite Food	MANGAT SINGH, Agt	2013 W Burnham ST	Class A Fermented Malt Beverage Retailer's License			4/21/2017			
BEER CAPITAL	BEER CAPITAL	PARAMJIT SINGH, SP	1600 W BECHER ST	Class A Malt & Class A Liquor License			9/25/2016			
CITIZEN, INC	LINCOLN AVENUE FOOD & LIQUOR	INTISAR HASAN, Agt	2717 W LINCOLN AV	Class A Malt & Class A Liquor License			5/15/2017			
Seven Star Liquor LLC	Seven Star Liquor	JASJEET SINGH, Agt	2223 W Forest Home AV	Class A Malt & Class A Liquor License			7/26/2016			
ANNA'S TAP	ANNA'S TAP	SAMANTHA L RITCHIE, SP	1838 W GRANT ST	Class B Tavern License	25		6/30/2016			
CLASS REUNION	CLASS REUNION	KENNETH A KAPKE, JR, SP	2204 W FOREST HOME AV	Class B Tavern License	80		5/13/2016			
Divino Pancho's LLC	Divino Pancho's	Adriana Castelan, Agt	1701 W Lincoln AV	Class B Tavern License	99		8/25/2016			
DONNA'S TAVERN	DONNA'S TAVERN	DONNA C GREEN, SP	2179 S 16TH ST	Class B Tavern License	25		7/1/2016			
HOLLER HOUSE	HOLLER HOUSE	TODD C STUCKERT, SP	2042 W LINCOLN AV	Class B Tavern License	50		6/30/2016			
Irene's Catering Service, Inc	Irene's Catering Service, Inc	Thomas E Rewolinski, Agt	1901 W Lincoln AV	Class B Tavern License			10/19/2016			
La Caleta LLC	La Caleta Restaurant & Bar	Monica Hernandez-Gaspar, Agt	1801 S Muskego AV	Class B Tavern License			10/12/2016			
La Hamaca Bar	La Hamaca Bar	JESUS LECHUGA, SP	1993 S MUSKEGO AV	Class B Tavern License	25		7/6/2016			
NEON LIGHTS	NEON LIGHTS	CHUE H XIONG, SP	1904 W FOREST HOME AV	Class B Tavern License	50		12/9/2016			
PRIMOS PLACE	PRIMOS PLACE	ENRIQUE TERRONES, SP	1631 W GRANT ST	Class B Tavern License	62		3/7/2017			
PROMOCIONES MEXICAS LLC	EL GRAN TEOCALLI	PALOMA NAVA, Agt	2011 W FOREST HOME AV	Class B Tavern License	282		4/29/2016			
TEDDY'S INCOME, INC	SHARI'S STILL	SHERYL L LARSON, Agt	1834 S 23RD ST	Class B Tavern License	49		1/21/2017			



Wednesday, June 08, 2016

## Licenses Committee Notice of Hearing

KENNETH KAPKE, JR  
6571 W DODGE PI

MILWAUKEE, WI 53220

Date: 6/21/2016  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Jukebox, Karaoke, 5 Amusement Machines, and 1 Pool  
Table

Jerud G Sagorac

Coach Sagorac's BIG TIME Pub of Greatness at 2204 W Forest Home Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.





Wednesday, June 08, 2016

## Licenses Committee Notice of Hearing

Jerud G Sagorac  
1366 Cider Cr

Mukwonago, WI 53149

Date: 6/21/2016  
Time: 08:30 AM  
Location: Room 301-B, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Jukebox, Karaoke, 5 Amusement Machines, and 1 Pool  
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If you have any questions, please call (414) 286-2238.





Wednesday, June 08, 2016



# Notice of Public Hearing

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**SAGORAC, Jerud G**

Coach Sagorac's BIG TIME Pub of Greatness at 2204 W Forest Home Av  
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications  
Requesting Jukebox, Karaoke, 5 Amusement Machines, and 1 Pool Table

**Tuesday, June 21, 2016 at 8:30 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 6/21/2016 at 8:30 AM, in Room 301-B, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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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 AND ZIP CODE
CURRENT OCCUPANT	2180 S MUSKEGO AVE	MILWAUKEE, WI 53215-2585
CURRENT OCCUPANT	2226 S 23RD ST	MILWAUKEE, WI 53215-2505
CURRENT OCCUPANT	2218 W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2240 W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2216 W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2152 S MUSKEGO AVE	MILWAUKEE, WI 53215-2544
CURRENT OCCUPANT	2152 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2172 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2242 W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2160 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2228 S 23RD ST	MILWAUKEE, WI 53215-2505
CURRENT OCCUPANT	2202 W FOREST HOME AVE	MILWAUKEE, WI 53215-2523
CURRENT OCCUPANT	2230A W GRANT ST	MILWAUKEE, WI 53215-2529
CURRENT OCCUPANT	2209 W GRANT ST	MILWAUKEE, WI 53215-2528
CURRENT OCCUPANT	2160 S MUSKEGO AVE	MILWAUKEE, WI 53215-2544
CURRENT OCCUPANT	2174 S MUSKEGO AVE	MILWAUKEE, WI 53215-2585
CURRENT OCCUPANT	2222 W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2203A W FOREST HOME AVE	MILWAUKEE, WI 53215-2522
CURRENT OCCUPANT	2228A S 23RD ST	MILWAUKEE, WI 53215-2505
CURRENT OCCUPANT	2166 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2216A W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2216B W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2148 S MUSKEGO AVE	MILWAUKEE, WI 53215-2544
CURRENT OCCUPANT	2219 W GRANT ST	MILWAUKEE, WI 53215-2581
CURRENT OCCUPANT	2230 W GRANT ST	MILWAUKEE, WI 53215-2529
CURRENT OCCUPANT	2226A W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2178 S MUSKEGO AVE	MILWAUKEE, WI 53215-2585
CURRENT OCCUPANT	2154 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2222A W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2188 S MUSKEGO AVE A	MILWAUKEE, WI 53215-2585
CURRENT OCCUPANT	2140 S 23RD ST	MILWAUKEE, WI 53215-2503
CURRENT OCCUPANT	2142A S MUSKEGO AVE	MILWAUKEE, WI 53215-2544
CURRENT OCCUPANT	2142 S MUSKEGO AVE	MILWAUKEE, WI 53215-2544
CURRENT OCCUPANT	2154A W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2203 W FOREST HOME AVE	MILWAUKEE, WI 53215-2522
CURRENT OCCUPANT	2207 W FOREST HOME AVE	MILWAUKEE, WI 53215-2522
CURRENT OCCUPANT	2228 W GRANT ST	MILWAUKEE, WI 53215-2529
CURRENT OCCUPANT	2235 W MIDDLEMASS ST	MILWAUKEE, WI 53215-2541
CURRENT OCCUPANT	2226 W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2218A W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2174A S MUSKEGO AVE	MILWAUKEE, WI 53215-2585
CURRENT OCCUPANT	2156 S MUSKEGO AVE	MILWAUKEE, WI 53215-2544
CURRENT OCCUPANT	2305 W GRANT ST	MILWAUKEE, WI 53215-2530
CURRENT OCCUPANT	2230 W MIDDLEMASS ST	MILWAUKEE, WI 53215-2542
CURRENT OCCUPANT	2226 W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2228 W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2135 W GRANT ST	MILWAUKEE, WI 53215-2568
CURRENT OCCUPANT	2235A W MIDDLEMASS ST	MILWAUKEE, WI 53215-2541
CURRENT OCCUPANT	2144 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2158 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2174A W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2135A W GRANT ST	MILWAUKEE, WI 53215-2568
CURRENT OCCUPANT	2219 W MIDDLEMASS ST	MILWAUKEE, WI 53215-2541
CURRENT OCCUPANT	2174 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2225 S 22ND ST	MILWAUKEE, WI 53215-2501



CURRENT OCCUPANT	2200 S MUSKEGO AVE	MILWAUKEE, WI 53215-2546
CURRENT OCCUPANT	2146 W FOREST HOME AVE	MILWAUKEE, WI 53215-2565
CURRENT OCCUPANT	2182 S MUSKEGO AVE	MILWAUKEE, WI 53215-2585
CURRENT OCCUPANT	2240A W FOREST HOME AVE	MILWAUKEE, WI 53215-2580
CURRENT OCCUPANT	2219A W MIDDLEMASS ST	MILWAUKEE, WI 53215-2541
CURRENT OCCUPANT	2166A W FOREST HOME AVE	MILWAUKEE, WI 53215-2565

**Total Records: 62**

**Radius: 250.0 feet and Center of Circle: 2204 W Forest Home AV**



## BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/7/16

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](mailto:license@milwaukee.gov)

### 1. Type of Business

- Applying for: ☒ Extended Hours Establishment ☐ Filling Station  
☐ Self Service Laundry ☐ Rooming House ☐ Hotel/Motel ☐ Massage Establishment  
☐ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

*The business will be a Milwaukee Pub serving alcoholic and non alcoholic beverages*

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: *I have worked for Paul's Silly's Club Paragon and Scott's Pub in Greenfield*

### 2. Business Operations

- a. Proposed Opening Date: *6-1-16*
- 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*
- 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: *behind the bar off street parking slab*
- b. Number of Garbage Cans: Inside: *6* Locations: *2 behind the bar 2 bathrooms 1 front door 1 back door*  
Outside: *2* Locations: *Behind the bar*
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? *3*
- e. Name of solid waste contractor: ☒ Advanced Disposal ☐ Waste Management ☐ Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, indicate how many? 2 and describe the parking security plan: Cameras
- 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 cameras  
List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras? ☐ No ☒ Yes If yes, where? inside and outside the bar
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe customers will be asked to provide a valid ID

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

Alcohol <u>90</u> %	Food <u>5</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>5</u> %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

## 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 ☐ .xtended 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 79 (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: 27th and Forest Home
- 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: Jerald G. Sagame Phone Number: 414 531-4231  
 Business Owner Address: 1366 Cider Creek Mukwonago WI 53149

## 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	11 am	2 am	70	21-80	None
Monday	3 pm	2 am	70	21-80	None
Tuesday	3 pm	2 am	70	21-80	None
Wednesday	3 pm	2 am	70	21-80	None
Thursday	3 pm	2 am	70	21-80	None
Friday	3 pm	2:30 am	70	21-80	None
Saturday	11 am	2:30 am	70	21-80	None

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 a.m. and 5 a.m.

Entertainment Indoor Closing Hours : If alcohol beverage establishment, same as alcohol license hours.  
 If non-alcohol establishment 1:00 am Sunday to Thursday; 1:30 am Friday and Saturday.

Entertainment Outdoor Closing Hours : 10:00 pm Sunday – Thursday; 12:00 am Friday and Saturday, unless otherwise approved by Common Council in licensee's plan of operation.

## 11. Signature(s)

JG Sagame  
 Sole Proprietor, Partner, Agent, or 20% or more Shareholder

\_\_\_\_\_  
 Signature of additional partner or 20% or more Shareholder

See Application Information for a list of all required application forms.



# ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL PLAN OF OPERATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)Legal Entity Name: Jerud G. SagoracPremise Address: 2204 W Forest Home Ave Milwaukee WI 53215

## Proximity of Premises to Church, School, Daycare Center or Hospital

Is there at least 300 feet between the building and any church, school, daycare center or hospital? ☒ Yes ☐ No

## "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 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 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: \_\_\_\_\_

## Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)

Submit proof of ownership, lease, or offer to purchase the building with this application.

A lease or offer to purchase must:

- Be in the same legal entity name as that apply for the license
- Reflect the same address as the premises address on this application
- Reflect current dates and
- Be signed by the lessor/seller and lessee/buyer

## Property Information (new & transfer applicants only)

a) Do you own or lease the building? ☒ Own ☐ Leaseb) Who owns the fixtures (for example, coolers, etc.)? I own them (Jerud G. Sagorac)c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ \_\_\_\_\_d) Total amount paid for business \$ 115,000e) Total amount paid for goodwill of the business \$ None N/A

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 Rec'd for will pro rate

See Application Information for a list of all required application forms.

### Lease Information (new & transfer applicants who are leasing the premises only)

- a) Date lease begins \_\_\_\_\_ Ends \_\_\_\_\_
- b) Monthly rental \$ \_\_\_\_\_
- 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)? \_\_\_\_\_
- 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

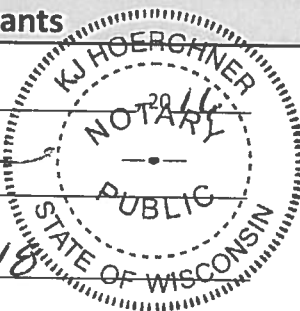
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s): pool table will be moved toward the back of the bar to create more seating

### Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 27 day of April

[Signature]  
(Clerk/Notary Public)



[Signature]  
Sole Proprietor, Partner, 20% or more Shareholder, or  
Agent – only if there are no 20% or more shareholders

My Commission Expires 4-24-18  
\*Notary Seal must be affixed.

Additional partner or 20% or more shareholder

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 premise applicants must submit the following:

- ☐ Proof of ownership, lease or offer to purchase the building ☐ 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)

## TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Bands	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input 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 type="checkbox"/> Patron Contests	<input type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input checked="" type="checkbox"/> Pool Tables
<input type="checkbox"/> Motion Pictures	<input checked="" type="checkbox"/> Amusement Machines –	How many? _____	How many? <u>1</u>
How many? _____	How many? <u>5</u>	<input type="checkbox"/> Concerts	<input type="checkbox"/> Theatrical Performances
<input type="checkbox"/> Other: _____	Approx. # per year? _____	Approx. # per year? _____	

Entertainment Indoor Hours:

Alcohol beverage establishment: same as alcohol license hours.

Non-alcohol establishment: 10:30am to 1:00am Sun to Thurs; 1:30am Fri-Sat

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday &amp; Saturday; unless otherwise approved by Common Council.

## 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: Spoken

## LEGAL CAPACITY OF PREMISES

79 (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: Same 79. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

## NOTARIZED SIGNATURES

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.

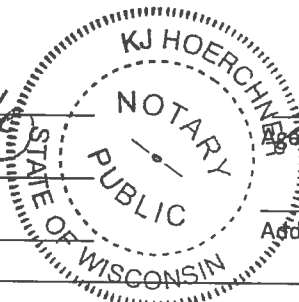
I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

## SUBSCRIBED AND SWORN TO BEFORE ME

This 27 day of April, 2016,  
KJ Hoerchen  
 (Clerk/Notary Public) Agent/20% or More Shareholder/Partner

My Commission Expires 4-24-18

\*Notary Seal must be affixed.



Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

☐ Check if only PEP (must be heard w/in 60 days) Granted \_\_\_\_\_ License # \_\_\_\_\_



# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

ccl-foodplan 2/22/16

FREST  
229104

Legal Entity Name:

Jewel G. Sagerac

Premises Address:

2202 W Forest Home Ave Milwaukee WI 53215

## SECTION 1

Type of application (check one):



taking over a currently operating business



starting a new business

Anticipated opening date? 6-1-16

Check the type that best describes your business (check only one):

See Food Dealer License Information sheet for definitions.

☒ Restaurant

Retail Establishment

If retail, will it be a convenience store? ☐ Yes ☒ No

(less than 5,000 sq ft of retail space, primary business is the

sale of basic food items, and in addition sells household products)

☐ Community Food Program

☐ Bed & Breakfast

☐ Base for Food Peddler

☐ Base for Temporary/Seasonal Food Stand

In addition, will any wholesale business be done? ☐ Yes ☒ No

If yes, what percentage of the business will be wholesale? less than 25% ☐ 25% or More (Contact DATCP)\*

Will retail items be sold? ☐ No ☒ Yes If Yes, indicate percentage of food sales 20 %

Will restaurant items be sold? ☐ No\* ☒ Yes If Yes, indicate percentage of food sales 50 %

\* If you checked "25% or More" of the business will be wholesale and answered "No" to restaurant items being sold, do not continue completing this application. A City of Milwaukee License is not required. Contact DATCP only.

## SECTION 2

Will you be sharing kitchen space with another operator?

☒ No

If No, SKIP to Section 3

☐ Yes

If Yes, check one:



I will rent space from another operator ("Shared Kitchen Agreement" is required)



I will rent space to another operator (peddler/caterer)

## SECTION 3

Answer the following questions:

Will you have seating on site for dining?

☐ No ☒ Yes

Will you be doing any catering?

☒ No ☐ Yes

Will you be doing any delivery?

☒ No ☐ Yes

Will you have outdoor activities?

☐ No ☒ Yes

If Yes to outdoor activities, check all that apply:

☒ Bar

☒ Cooking/Grilling ☐ Dining

Will you have a drive thru window?

☒ No ☐ Yes

If Yes to drive thru, are hours different from inside?

☐ No ☐ Yes

If Yes, provide drive thru hours:

Will any scales or barcode scanners be used?

☒ No ☐ Yes

If Yes, a Weights & Measures application must be completed and a license obtained.



**SECTION 4**

Where will food be prepared and/or sold?

☐ At a single site☒ At multiple sites (for example, a hotel with several dining rooms or bars)How many? 2

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 5**

Are you planning any construction, remodeling or equipment changes?

☒ No If No, SKIP to Section 6☐ Yes If Yes, check all that apply:☐ New construction of a building☐ Construction changes to an existing building☐ Renovation or remodeling☐ Equipment changes only (installation or replacement)

Provide a brief description of the changes: \_\_\_\_\_

Start date: \_\_\_\_\_

Name, Address &amp; Phone Number of Architect: \_\_\_\_\_

Name, Address &amp; Phone Number of Contractor: \_\_\_\_\_

**SECTION 6**

Are you applying for an alcohol beverage license?

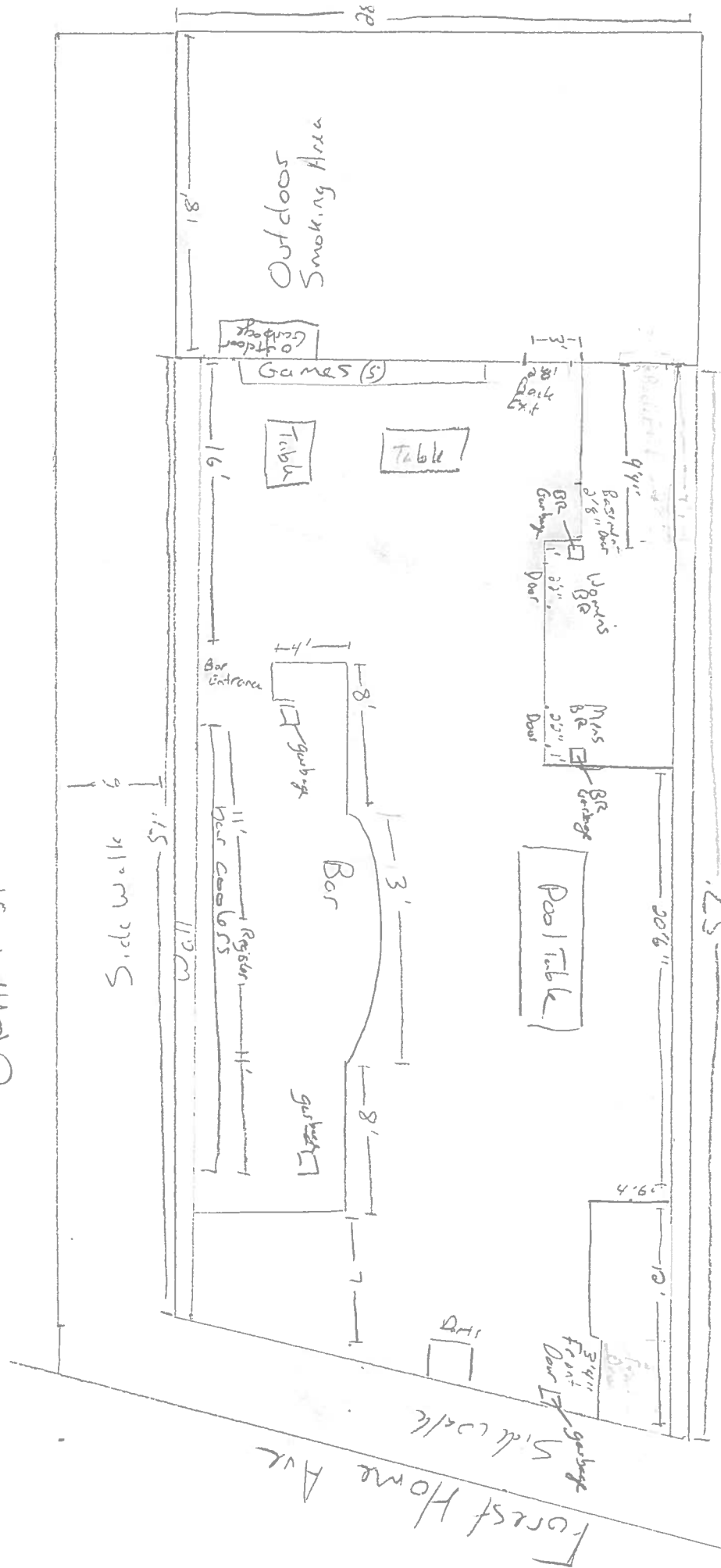
☐ No If No, SKIP to Section 7☒ Yes If YES, if your food license is approved prior to the alcohol beverage license, when do you want the food license issued? ☐ Immediately ☒ At the same time as the alcohol license**SECTION 7**

You must initial each item confirming your understanding:

JGS I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.JGS I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.JGS I understand the district alderperson will review and either approve or deny my application. If denied, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.JGS I understand proof of payment for all license fees must be on file in the License Division before the license may be issued.JGS I understand the license must be issued and posted in my establishment prior to opening for business.JGS I will not operate my food business until the license has been issued and posted in the establishment.Signature of sole proprietor, partner, agent or 20% shareholder: JGS

Signature of additional partner(s): \_\_\_\_\_

GRAPT 5-1



Bar Floor Plan 2204 W Forest View Ave Building 2884 Sft

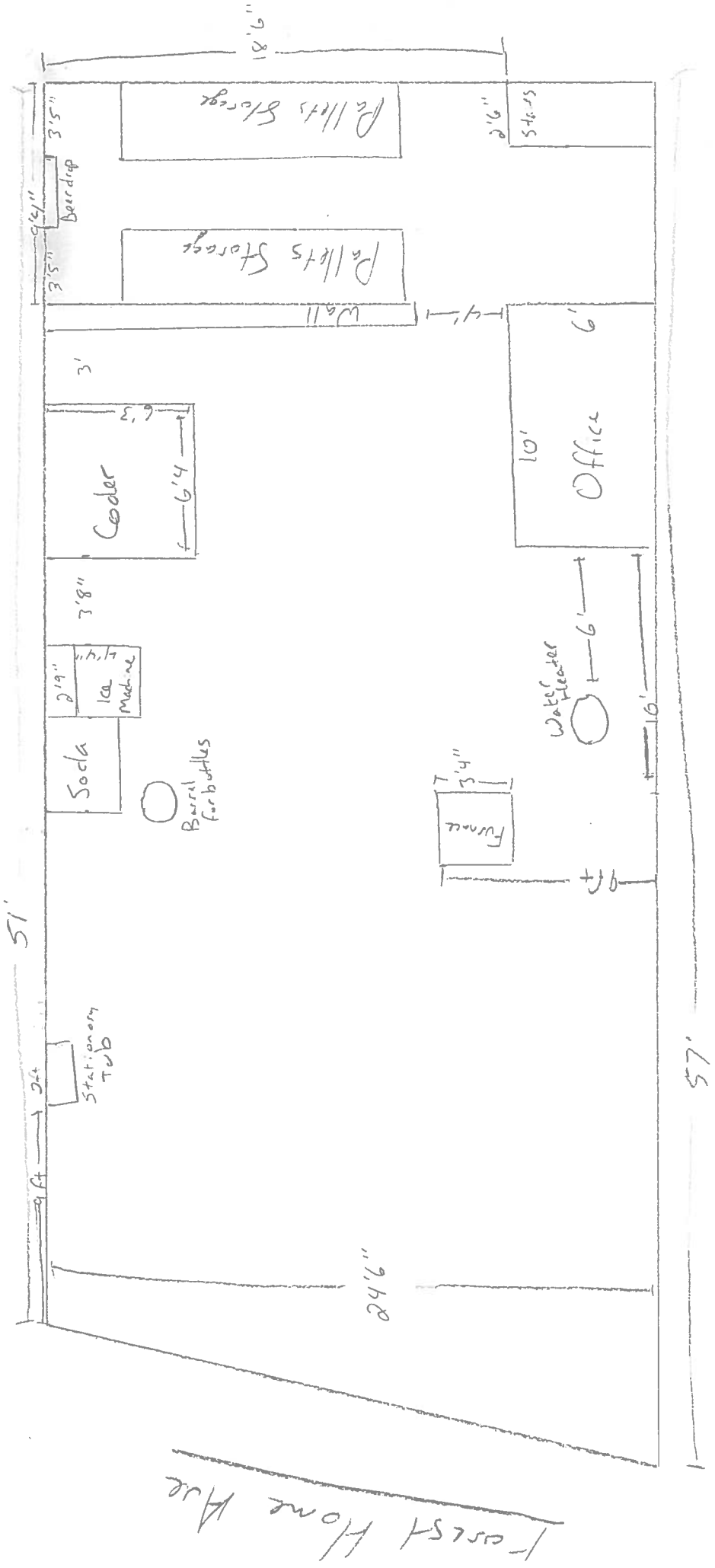
## Coach Sequoia's BIG TIME Pub of Greatness

4-28-16  
Jerold G. Segura

Ceiling = 8'2"

$$48 = 111$$

Basement  
 Floor Plan for 2204 W Forest Home Ave Building 2884 Sq. Ft  
 Couch Sagorac's BIGTIME Pub of Greatness  
 Grant St 4-28-16 Jerald G. Sagorac



Ceiling 6'8"  
 to Beam 6'2"  
 1" = 6ft