



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

Wednesday, September 15, 2021

COMMITTEE MEETING NOTICE


AD 12

HUERTA, Everly, Agent
EL SAZON DE JALISCO LLC
1909 W Washington St

Milwaukee, WI 53204

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

Tuesday, September 28, 2021 at 09:30 AM

Regarding: Your Class B Tavern License Application as agent for "EL SAZON DE JALISCO LLC" for "El Sazon de Jalisco" at 1039 W National Av. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/284170701>. If you wish to call in, please call **+1 (786) 535-3211** and use Access Code: 284-170-701.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition attend the virtual hearing and are willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK



BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Byrd, Yashica

~~REDACTED RECORD~~

From: [REDACTED]
Sent: Thursday, June 2021 7:48 AM
To: License
Subject: 1039 W National AV APPLICATION Class B Tavern License

Dear Sirs,

I own, work, and live at [REDACTED] 7. National Avenue, operating my business, [REDACTED] on the first floor, and living upstairs at [REDACTED]

I strongly oppose the addition of a Tavern License for my next door neighbor. This is the last thing we need at this moment when reports of robbery, assault, and car theft are skyrocketing in our neighborhood.

Jalisco has no parking of its own, so this is going to create a street scene of drunk people coming and going, and parking in front of my business when my customers need only 1 or 2 spaces (and often can't find one).

It will also lead to more litter, as has the restaurant itself - take out rubbish and uneaten food frequently is on the sidewalk and in the gutter.

It also will lead to more cars blasting music and disturbing our work which is audio recording.

Thank you.

[REDACTED] W. National Ave. 53204

(

Date:07/07/2021
Officer: P.O. Vodicka

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

Name of Premise: El Sazon De Jalisco
Address: 1039 W National Av
Phone: 414-988-4374

Owner: Everly Huerta
Owner address: 1909 W Washington St
City State Zip: Milwaukee, WI 53204
Owner Phone: 414-488-5251
Owner email: Everlyhuerta@gmail.com

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

Preferred contact: same

Location currently open: YES NO

Projected open date:

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

Hours of Operation: Sun: 8a-9p 24 hours Y N
Mon: 8a-9p
Tue: 8a-9p
Wed:
Thu: 8a-9p
Fri: 8a-9p
Sat: 8a-9p

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: 1 week
21. Are there exterior cameras Yes No How many: 3
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 N/A


Interior Survey:

25. What is the planned/posted capacity 99
 26. What is the minimum number of employees that will be on premise 5
 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: N/A
 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:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other
 38. When at capacity, how will the overflow crowd be managed?
 39. Will a guard monitor the overflow crowd at all times? Yes No

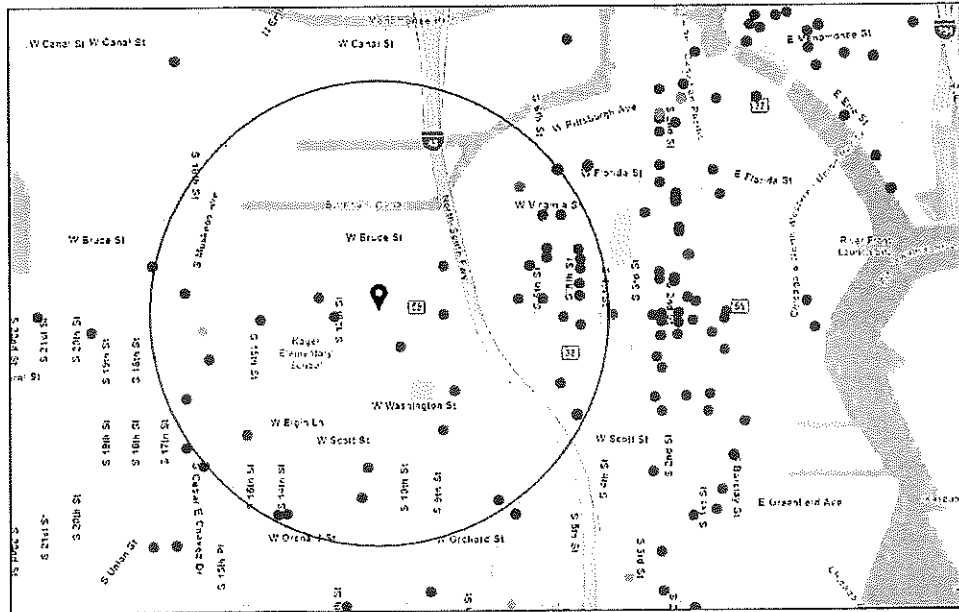
ADDITIONAL COMMENTS/RECOMMENDATIONS:

 **City of Milwaukee**
Concentration Map

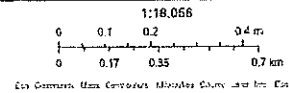
1039 W National Av

Area : 21,862,585.72 ft²

Jun 23 2021 15:13:05 Central Daylight Time



- Alcohol Licenses**
- Class A Fermented Malt Beverage
 - Class A Liquor and Malt
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class C Wine Retailer



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	41		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	EL REY SPIRITS, INC	EL REY SPIRITS, INC	ERNESTO VILLARREAL, Agt	916 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		6/29/2021, 7:00 PM	1
2	Camacho's Bar, LLC	Camacho's Bar	JESUS M CAMACHO, Agt	631 S 6TH ST	Class B Tavern License	49	7/4/2021, 7:00 PM	1
3	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2021, 7:00 PM	1
4	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2021, 7:00 PM	1
5	CLUB ANYTHING	CLUB ANYTHING	TODD N NOVASIC, SP	807 S 5TH ST	Class B Tavern License	160	6/28/2021, 7:00 PM	1
6	CONEJITO'S PLACE, INC	CONEJITO'S PLACE	THOMAS A MILLER, Agt	539 W VIRGINIA ST	Class B Tavern License	144	6/29/2021, 7:00 PM	1
7	Zocalo Tavern LLC	Zocalo Tavern LLC	Jesus O Gonzalez, Agt	620-636 S 6TH ST	Class B Tavern License		7/9/2021, 7:00 PM	1
8	Debbie Coops LLC	The Tool Box	Debra J Torres, Agt	1500 W Scott ST	Class B Tavern License		7/31/2021, 7:00 PM	1
9	Johanna's Cakes & Desserts LLC	Johanna's Cakes & Desserts	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2021, 7:00 PM	1
10	El Cielo LLC	El Cielo Bar	Ruben Albanil Coyolt, Agt	1226 W NATIONAL AV	Class B Tavern License		8/1/2021, 7:00 PM	1
11	THE NATIONAL, LLC	THE NATIONAL	Amy R Plennes, Agt	839 W NATIONAL AV	Class B Tavern License		8/4/2021, 7:00 PM	1
12	MobCraft Beer Inc	MobCraft Beer	Henry W Schwartz, Agt	505 S 5th ST	Class B Tavern License	265	8/19/2021, 7:00 PM	1
13	Keen Hospitality Group LLC	Sniffers	Julio C Maldonado, Agt	606 & 610 S 5th ST	Class B Tavern License	99	8/13/2021, 7:00 PM	1
14	Iron Horse Milwaukee, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License	550	7/29/2021, 7:00 PM	1
15	Great Lakes Distillery, LLC	Great Lakes Distillery	Guy A Rehorst, Agt	616 W Virginia ST	Class B Fermented Malt Beverage Retailer's License		9/3/2021, 7:00 PM	1
16	LA GUADALUPANA	LA GUADALUPANA/CAFE EL SOL	Frances A Rivera Gonzalez, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2021, 7:00 PM	1
17	GUADALAJARA CORPORATION	GUADALAJARA RESTAURANT	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50	9/22/2021, 7:00 PM	1
18	Mi Pais LLC	Mi Pais	GRACIELA HERNANDEZ, Agt	1401 W GREENFIELD AV	Class B Tavern License		9/28/2021, 7:00 PM	1

19	1110 Corp	Greenfield Pantry	Michael J Widmann, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		9/20/2021, 7:00 PM	1
20	HM-MKE LLC	Hamburger Mary's	Brandon A Wright, Agt	730-734 S 5th ST	Class B Tavern License		9/20/2021, 7:00 PM	1
21	LA CARRETA VIEJA	LA CARRETA VIEJA	ABEL SANTOS, SP	1339 W GREENFIELD AV	Class B Tavern License	223	7/26/2021, 7:00 PM	1
22	NATIONAL MUFFLER & FOOD MART, INC	NATIONAL LIQUOR MART	HUSSEIN P GOVANI, Agt	719 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		10/12/2021, 7:00 PM	1
23	LL Associates, LLC	La Casa de Alberto	Luis A Gonzalez, Agt	624 W NATIONAL AV	Class B Tavern License	49	11/3/2021, 7:00 PM	1
24	El Bodegon LLC	La Reina Del Sur	Aaron R Gersonde, Agt	600 S 6TH ST	Class B Tavern License		11/26/2021, 6:00 PM	1
25	JALISCO RESTAURANT , LLC	JALISCO RESTAURANT	CARLOS E CASERES, Agt	1035 S CESAR E CHAVEZ DR	Class B Tavern License	128	11/23/2021, 6:00 PM	1
26	Botanas LLC	Botanas	Jaime A Gonzalez, Agt	816 S 5th ST	Class B Tavern License		12/9/2021, 6:00 PM	1
27	538 W National Hall, LLC	Walker's Point Music Hall	James Rice, Agt	538 W National AV	Class B Tavern License	162	11/22/2021, 6:00 PM	1
28	Chivas Bar	Chivas Bar	FRANCISCO J MERCADO, S ANTIAGO S MERCADO, JR, ALFREDO MERCADO, JESUS S MERCADO	644 S 9th ST	Class B Tavern License	80	12/20/2021, 6:00 PM	1
29	Milwaukee Comedy, LLC	Laughing Tap	MATTHEW S KEMPLE, Agt	706B S 5th ST	Class B Tavern License		12/17/2021, 6:00 PM	1
30	Walkers Lounge & Events LLC	Walkers Lounge & Events	Felipe Martinez, Agt	626 S 5TH ST	Class B Tavern License		12/20/2021, 6:00 PM	1
31	LA Tropicana Foods LLC	LA Tropicana Foods	SALWA B TALEB, Agt	1011 S 5TH ST	Class A Malt & Class A Liquor License		2/9/2022, 6:00 PM	1
32	RIDER HOTEL, LLC	The Iron Horse Hotel	TIMOTHY J DIXON, Agt	500 W FLORIDA ST	Class B Tavern License		1/3/2022, 6:00 PM	1
33	Bull & A Boy LLC	Glass + Griddle	Kaelyn M Cervero, Agt	1130 N 9TH ST	Class B Tavern License	450	8/1/2021, 7:00 PM	1
34	Fuel Cafe 5th Street, Inc.	Fuel Cafe 5th Street	KRISTYN A Eitel, Agt	630 S 5th ST	Class B Tavern License		3/21/2022, 7:00 PM	1
35	TEXAS FOOD LLC	Texas Food	JASMINDER SINGH, Agt	1201 W NATIONAL AV	Class A Malt & Class A Liquor License		4/19/2022, 7:00 PM	1
36	Saz's Catering, INC	The National Block -The George and Mad Cap Lounge	Stephanie L Sazama-Schneck, Agt	429 W NATIONAL AV	Class B Tavern License		5/9/2022, 7:00 PM	1

37	J & E GROCERY STORE, LLC	LA HACIENDA	Jose Zaragoza, Agt	820 S CESAR E CHAVEZ DR	Class A Fermented Malt Beverage Retailer's License		5/25/2022, 7:00 PM	1
38	EL REY SPIRITS, INC	EL REY SPIRITS, INC	ERNESTO VILLARREAL, Agt	916 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		6/29/2022, 7:00 PM	1
39	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License	512	7/8/2022, 7:00 PM	1
40	AAL MM, INC.	Arts At Large Cafe	Sean T Kiebzak, Agt	1100 S 5th ST	Class B Tavern License		7/8/2022, 7:00 PM	1
41	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	5/27/2022, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Wednesday, September 15, 2021

Licenses Committee Notice of Hearing

1035 NATIONAL LLC
1636 W Forest Home Av
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Tavern License Application
HUERTA, Everly, Agent
El Sazon de Jalisco at 1039 W National Av

Date: 9/28/2021

Time: 09:30 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 28, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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.





Wednesday, September 15, 2021

Licenses Committee Notice of Hearing

Juan Sanchez
1636 W Forest Home Av
Milwaukee, WI 53204

The Licenses Committee will consider the following license application:

Class B Tavern License Application
HUERTA, Everly, Agent
El Sazon de Jalisco at 1039 W National Av

Date: 9/28/2021

Time: 09:30 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 28, 2021. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony

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.





Wednesday, September 15, 2021



Notice of Public Hearing

blank
notice

HUERTA, Everly, Agent
El Sazon de Jalisco at 1039 W National Av
Class B Tavern License Application

Tuesday, September 28, 2021 at 9:30 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place virtually on 9/28/2021 at 9:30 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or molly.kuether-steele@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1007 W NATIONAL AVE, 1	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1007 W NATIONAL AVE, 2	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1008 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1010 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1010 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1014 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1014A W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1016 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1016A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1018 W NATIONAL AVE, 1	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W NATIONAL AVE, 2	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W NATIONAL AVE, 3	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W NATIONAL AVE, 4	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1018 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1022 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1022A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1024 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1024 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1024A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1027 W NATIONAL AVE	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1028 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1028 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1028A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1028B W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1029 W NATIONAL AVE	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1030 W NATIONAL AVE	MILWAUKEE, WI 53204-1346
CURRENT OCCUPANT	1031A W PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1031B W PIERCE ST	MILWAUKEE, WI 53204-1328
CURRENT OCCUPANT	1032 W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1032A W WALKER ST	MILWAUKEE, WI 53204-1350
CURRENT OCCUPANT	1033 W NATIONAL AVE	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1037 W NATIONAL AVE, 1	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1037 W NATIONAL AVE, 2	MILWAUKEE, WI 53204-1347
CURRENT OCCUPANT	1103 W NATIONAL AVE, 1	MILWAUKEE, WI 53204-2164
CURRENT OCCUPANT	1103 W NATIONAL AVE, 2	MILWAUKEE, WI 53204-2164
CURRENT OCCUPANT	1105 W NATIONAL AVE, 3	MILWAUKEE, WI 53204-2164
CURRENT OCCUPANT	1105 W NATIONAL AVE, 4	MILWAUKEE, WI 53204-2164
CURRENT OCCUPANT	1110 W WALKER ST	MILWAUKEE, WI 53204-2154
CURRENT OCCUPANT	1116 W WALKER ST	MILWAUKEE, WI 53204-2154
CURRENT OCCUPANT	1120 W WALKER ST	MILWAUKEE, WI 53204-2154
CURRENT OCCUPANT	1120A W WALKER ST	MILWAUKEE, WI 53204-2154
CURRENT OCCUPANT	737 S 10TH ST	MILWAUKEE, WI 53204-1318
CURRENT OCCUPANT	812 S 11TH ST, 1	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	812 S 11TH ST, 2	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	813 S 11TH ST	MILWAUKEE, WI 53204-2145
CURRENT OCCUPANT	814 S 11TH ST, 3	MILWAUKEE, WI 53204-2144

CURRENT OCCUPANT	814 S 11TH ST, 4	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	814 S 11TH ST, 5	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	814 S 11TH ST, 6	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	817 S 11TH ST	MILWAUKEE, WI 53204-2145
CURRENT OCCUPANT	823 S 10TH ST	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	823 S 11TH ST	MILWAUKEE, WI 53204-2145
CURRENT OCCUPANT	824 S 11TH ST	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	825 S 10TH ST, 1	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	825 S 10TH ST, 2	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	825 S 11TH ST	MILWAUKEE, WI 53204-2145
CURRENT OCCUPANT	827 S 10TH ST	MILWAUKEE, WI 53204-1337
CURRENT OCCUPANT	828 S 11TH ST	MILWAUKEE, WI 53204-2144
CURRENT OCCUPANT	829 S 11TH ST	MILWAUKEE, WI 53204-2145
CURRENT OCCUPANT	837 S 11TH ST	MILWAUKEE, WI 53204-2145
CURRENT OCCUPANT	839 S 11TH ST	MILWAUKEE, WI 53204-2145
blank	notice	

Total Records: 61

Radius: 250.0 feet and Center of Circle: 1039 W National Ave



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

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

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required) Class B: Beer + Liquor

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

Full Service Restaurant Looking to also provide Beer or drinks =

Do you have any experience operating this type of business? No Yes If yes, explain: to patrons w/ their meals, establishment management previously.

2. Business Operations

- a. Proposed Opening Date: Currently operating Restaurant
- 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: Food Dealer's 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

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: Mop
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 8 Locations: (4) Bathrooms (1) Sink (1) By Water dispenser (1) Kitchen (1) Tostilla station
Outside: 2 Locations: (1) Eagle's Disposal (1) recycling
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 5
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Eagle Disposal

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 7 and list locations: (1) Register
(1) facing National Ave. (1) facing 11th St (1) Dishwashing area (2) Dining Area (1) yard
(1) office entrance
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

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

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

Type 1

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

Type 2

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

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

- Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: _____

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

Capacity 99 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

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):

1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop

Other: Describe: _____

b. Describe Location: Major Thoroughfare Secondary Street Other: W. National Avenue

c. Nearest Major Cross Street: 11th & National Ave.

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: Juan Sanchez Phone Number: 414-248-1805

Building Owner Address: 11636 W. Forest Home Ave, MKE, WI 53204

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	8 AM	2 AM	80		21 + up
Monday	8 AM	12 AM	80		21 + up
Tuesday	8 AM	12 AM	80		21 + up
Wednesday	8 AM	12 AM	80		21 + up
Thursday	8 AM	12 AM	80		21 + up
Friday	8 AM	2 AM	80		21 + up
Saturday	8 AM	2 AM	80		21 + up

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)

Everly Huerta

Signature of Sole Proprietor, Partner, or 20% or more Shareholder
 (If there are no 20% or more shareholders,
 Corporate Officer-print name/title and sign)

 Signature of additional partner or 20% or more shareholder

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



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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 www.milwaukee.gov/license

Legal Entity Name: EL SAZON DE JALISCO LLC
Premise Address: 1039 W. National Avenue - Milwaukee WI 53204

Proximity of Premises to Church, School, Daycare Center or Hospital
Is the building within 300 feet of any church, school, daycare center or hospital? No Yes

"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 employees who serve 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 their 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: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? Own Lease

b) Who owns the fixtures (for example, coolers, etc.)? _____

c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ _____

e) Total amount paid for goodwill of the business \$ _____

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

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins 05-01-2020 Ends 05-01-2021

b) Monthly rental \$ 3000.00

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)? 5 years

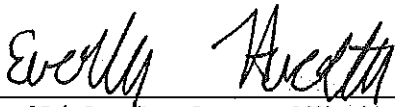
Lease Information (Continued)

- 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):

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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.

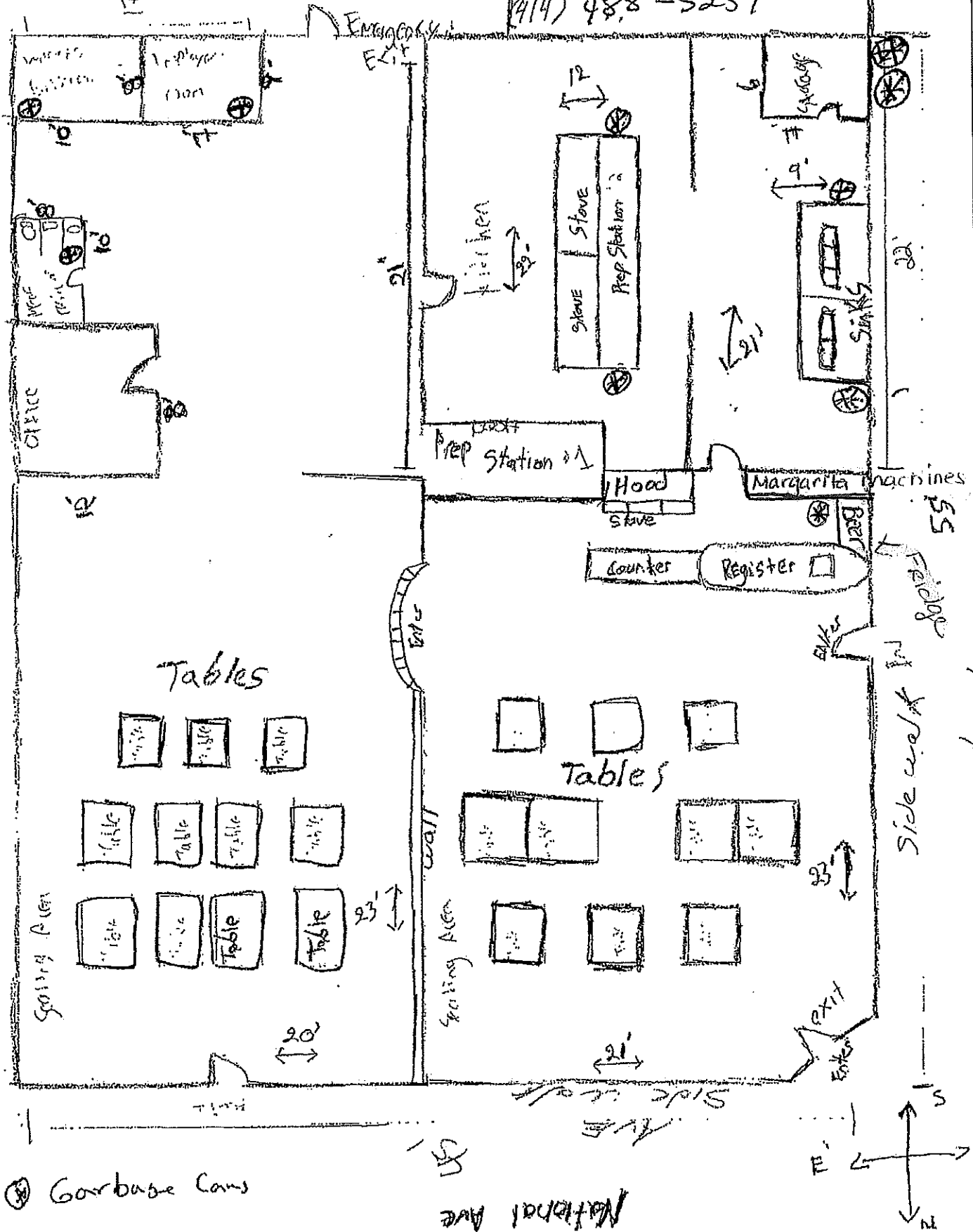
New and transfer of premises applicants must submit the following:

- Detailed floor plan
- If a restaurant, copy of the menu

4/19/2021

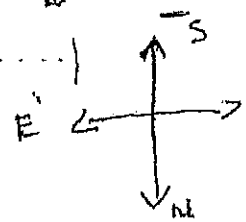
Agent/owner: Evert Huerta

El Sazon De Jalisco LLC
1039 W National AVE
Milwaukee WI 53204
(414) 488-5251



Garbage Cans

National Ave

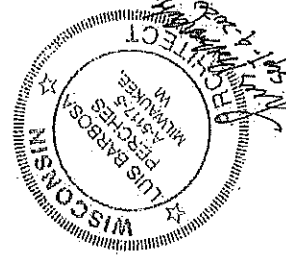


PROJECT
 New Restaurant
 El Sazon De
 Jalisco
 1035-1039 W.
 National Ave
 Milwaukee, WI
 53204
 Owner:
 Everly Huerta
PROJECT NO. 2020-43

DATE 09/04/2020

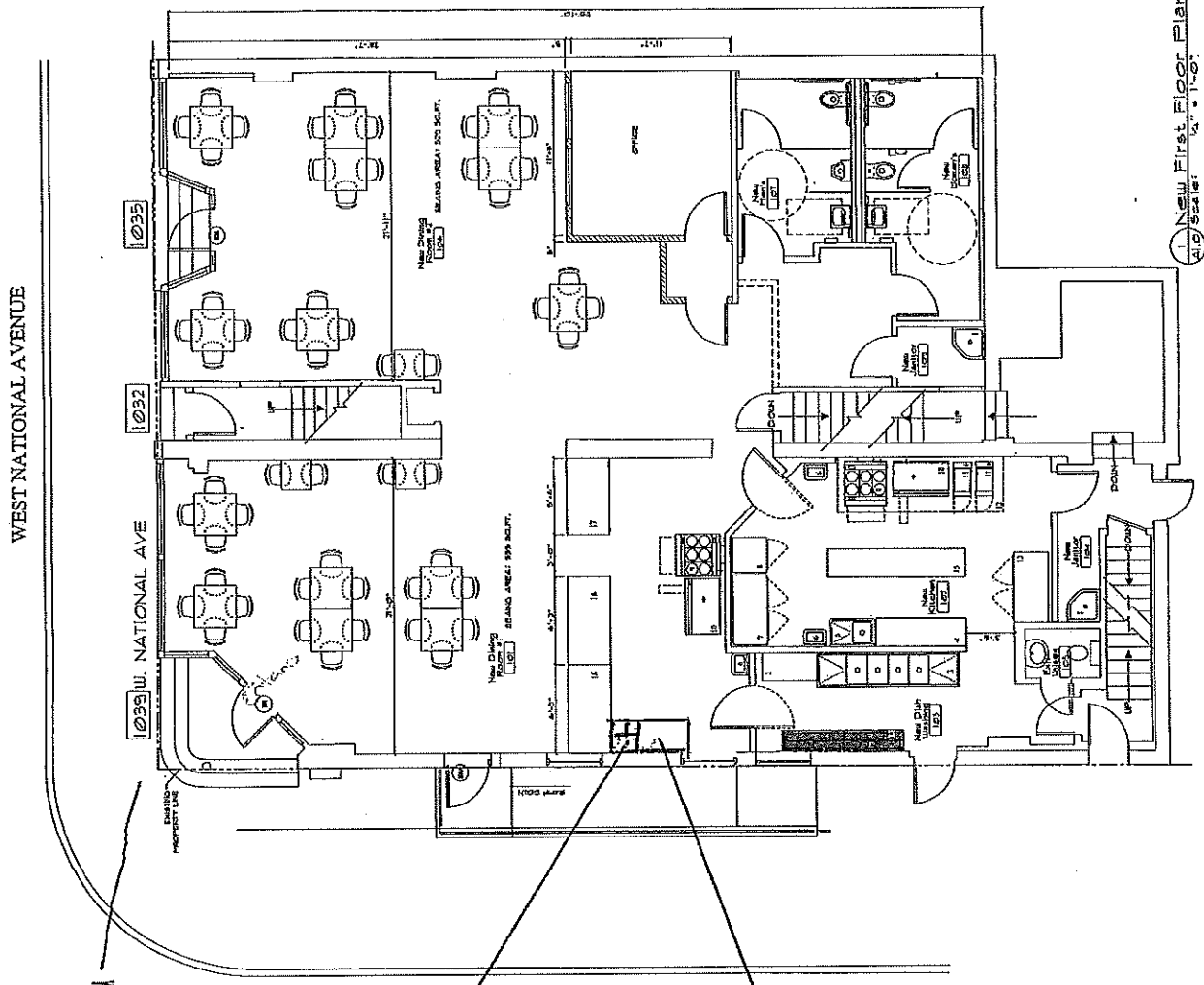
REVISIONS

CHECKED BY L.B.
DRAWN BY R.A.
SCALE as noted
SHEET NO. A1.0
SHEET TITLE



EQUIPMENT SCHEDULE

Eq#	Equipment Description	Qty
1	Amplifier	1
2	Bar Stools	10
3	Bar Tables	10
4	Bar Top	10
5	Bar Top	10
6	Bar Top	10
7	Bar Top	10
8	Bar Top	10
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99	Bar Top	10
100	Bar Top	10



1 New First Floor Plan
 Scale: 1/8" = 1'-0"

WEST NATIONAL AVENUE

1039 W. NATIONAL AVE
 1032
 1035

Main Entrance/Exit

S. 11TH STREET

Margarita Machines

Beer Refrigerator