



Change of Conditions

Fee: \$25.00

City of Madison Clerk

210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICPCH-2025-00805

(License number)

14

(Alder District #)

309

(Police Sector)

Office Use Only

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2019-01230

Business dba Name: Pacos Tacos LLC

Licensed Address: 1331 Greenway Cross, Madison, WI 53713

Premise Capacity: 94

Liquor/Beer Agent Name: Celso Paco Xelhua

15 % Alcohol, 85 % Food, _____ % Other

Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Pacos Tacos LLC

Business Mailing Address: 1331 Greenway Cross, Madison, WI 53713

Business Contact Name, Position: Celso Paco Xelhua

Business Phone: 608-492-8552

Business Email: xelhuac@yahoo.com

Description of Change to Conditions: _____

Permit Alcohol sales until 2am Monday-Sunday.

Authorized Signature

Date

8/6/25

REV 09/2018

☐ Orange sign and business card issued

☐ "License Renewals & Changes" brochure with next steps issued

Office Use Only



**City of Madison
Entertainment
License No. LICENT-2021-00255**



**PACO'S TACOS LLC
PACO'S TACOS
1331 GREENWAY CROSS
MADISON, WI 53713**

Expiration Date 06/30/2026
Date Issued 07/28/2022

Mayor

City Clerk

PURSUANT TO SECTION 38.06 OF THE MADISON GENERAL ORDINANCES.

The conditions are:

1. Alcohol sales shall cease at 10:00 pm Sunday through Thursday, and at midnight Friday a Saturday.
2. Establishment shall provide MPD South District with a security plan
3. Establishment shall have food available at all times during operating hours.
4. Establishment shall meet the definition of a restaurant as defined by Madison General Ordinance 38.02, at all times.

Expiration Date 06/30/2026

Not Transferable. Post entire license in a conspicuous place.



**City of Madison
Class B Beer
Class C Wine**

License No. LICLIB-2019-01230



**PACO'S TACOS LLC
PACO'S TACOS
LIQUOR/BEER AGENT: CELSO XELHUA
1331 GREENWAY CROSS
MADISON, WI 53713**

Expiration Date 06/30/2026
Date Issued 03/13/2020

Mayor

City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTE
OF THE WISCONSIN STATE STATUTES.

Premises: Alcohol served in dining room and party room, stored in the office.

Common Council granted the license on 2/4/2020 with the following conditions:

1. Alcohol sales shall cease at 10:00 pm Sunday through Thursday, and at midnight Friday a Saturday.
2. Establishment shall provide MPD South District with a security plan
3. Establishment shall have food available at all times during operating hours.
4. Establishment shall meet the definition of a restaurant as defined by Madison General Ordinance 38.02, at all times.

Expiration Date 06/30/2026

Not Transferable. Post entire license in a conspicuous place.

August 14, 2025

Via Electronic Mail to licensing@cityofmadison.com

City of Madison Clerk's Office
Attn: Licensing Section
210 Martin Luther King Jr. Blvd., Room 103
Madison, WI 53703

Re: Application for Change of Conditions to Class B Beer and Wine License
Premises: 1331 Greenway Crosse, Madison, WI 53713

Dear Licensing Staff:

I am writing on behalf of my client, Paco's Tacos LLC, doing business as Paco's Tacos (the "Licensee"), which holds a current Class B Beer and Wine License (No. LICLIB-2019-01230) for the premises located at 1331 Greenway Crosse, Madison, WI. As the Licensee's legal counsel, I am submitting this application to request a change in the conditions of the license pursuant to the City of Madison's alcohol licensing, where outlined in the Code of Ordinances Chapter 38 and related guidelines.

The current license conditions restrict alcohol sales to no later than 10:00 pm Sunday through Thursday and midnight on Friday and Saturday. The Licensee seeks to amend these conditions to permit alcohol sales until 2:00 a.m., Monday through Sunday. This proposed extension aligns with permissible hours under Wisconsin Statutes § 125.32(3) for Class B retail licenses and is intended to better accommodate the Licensee's restaurant operations for events and retail sales during open house, while maintaining compliance with all public safety and nuisance prevention requirements. The Licensee has reviewed the potential impacts on the surrounding community and is committed to responsible service practices, including adherence to beverage server training mandates.

Enclosed for your review and processing are the following:

- Completed Change of Conditions application form (REV 09/2018), including a description of the proposed changes, licensed premises information, company details, and authorized signature.
- Check in the amount of \$25.00 payable to the City of Madison to cover the application fee (shall be mailed or paid by phone if the City prefers).
- Copy of the Licensee's current Wisconsin Seller's Permit certificate.

Upon acceptance, please process this application according with your regular procedures. Please notify me of receipt, and issue the appropriate set of instructions for next steps.

Should you require any further information, clarification, or additional documentation to complete the processing of this application, please do not hesitate to contact me directly at 608-501-2759 or ryan@assuritylegal.com. We appreciate your assistance in this matter and look forward to a timely resolution.

Very Sincerely,
ASSURITY LEGAL LLC



Ryan R. Seib
Attorney at law, WI SBN #1101054

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Madison, WI 53713
Tel: (608) 501-2759
Fax: (608) 856-8022
Email: ryan@assuritylegal.com

Encl. Change in Conditions
 Current License

cc: Celso Paco Xelhua