

Melendez, Yadira

From: Cooney, Jim
Sent: Friday, July 17, 2026 2:31 PM
To: Melendez, Yadira
Cc: Lopez, Faviola; Milano, Marissa
Subject: FW: Opposition to Vick's / Ava's on Van Buren PEP License - Tuesday, 21 July, 2:15pm

Yadira,

Can you add this to the file for Tuesday, please?

From: Brower, Alex <Alex.Brower@milwaukee.gov>
Sent: Friday, July 17, 2026 2:00 PM
To: Joey Wisniewski <joey@newlandmke.com>
Cc: Bauman, Robert <rjbauma@milwaukee.gov>; License <LICENSE@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Re: Opposition to Vick's / Ava's on Van Buren PEP License - Tuesday, 21 July, 2:15pm

Thank you for this, Joey. I will take this into consideration and have this added to the packet as an objection to the license.

In Solidarity,

Alex Brower | He/Him/His
Alderman, 3rd Aldermanic District
Office: (414) 286-3765 | Email: Alex.Brower@milwaukee.gov

City of Milwaukee Common Council
200 E. Wells Street, Room 205
Milwaukee, WI 53202

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From: Joey Wisniewski <joey@newlandmke.com>
Sent: Friday, July 17, 2026 12:09 PM
To: Brower, Alex <Alex.Brower@milwaukee.gov>
Subject: Opposition to Vick's / Ava's on Van Buren PEP License - Tuesday, 21 July, 2:15pm

Hello Alder Brower,

I'm reaching out to voice our opposition to granting Vick's/Ava's on Van Buren a PEP license.

Since the original Victor's establishment closed, the corridor has evolved. This was accomplished with substantial City and private investment. Van Buren has transformed into one of the most pedestrian- and bicycle-friendly streets in the City. Empty parking lots and vacant commercial buildings are now mixed-use developments with strong neighborhood businesses and hundreds of new housing units.

The applicants are proposing a nightclub that will be open until 2:00am during the week and 2:30am on weekends. Only one of the three owners has previous food and beverage experience. That owner has had her license suspended once at another location (<https://urbanmilwaukee.com/2022/11/11/revel-bar-receives-10-day-suspension/>). When asked about the suspension at the only neighborhood meeting held, the owner lied about the suspension. This is not the type of business or operator that benefits the neighborhood or the corridor.

Several neighbors, condo associations, and anchor institutions (MSOE, St. Joan Antida) have voiced their opposition. The applicant and their counsel stated that they don't want or need the approval of renters, but want to talk to property owners. The applicant has not reached out to New Land to discuss the issue or collaborate to find solutions. We are unaware of any neighborhood outreach since the first and only neighborhood meeting. As owners and managers of several properties in the area, it is our duty to ensure the safety, well-being, and quality of life of our residents. We do not believe this business supports or advances those responsibilities.

We strongly believe that the proposed business, under its current business plan, would be detrimental to the otherwise continued positive trajectory of the neighborhood. We hope you agree.



Joey Wisniewski
Senior Development Coordinator

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