



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

Wednesday, July 08, 2026

COMMITTEE MEETING NOTICE

AD 04

PESQUEIRA, Paresha SARA, Agent
VICK'S ON VAN BUREN LLC
1230 N VAN BUREN ST
MILWAUKEE, WI 53202

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, July 21, 2026 at 02:15 PM

Go to <https://meet.goto.com/966196741>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting Instrumental Musicians, Disc Jockey, Bands, Patrons Dancing, 4 Amusement Machines and Age Restriction 21+ After 9PM as agent for "VICK'S ON VAN BUREN LLC" for "AVA'S ON VAN BUREN" at 1230 N VAN BUREN St.

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 during normal business hours is available at reduced rates (5 hour limit) at the Associated Bank River Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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 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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov



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OFFICE OF THE CITY CLERK**

Wednesday, July 08, 2026

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VICK'S ON VAN BUREN LLC
5246 W CLEVELAND AV
MILWAUKEE, WI 53219

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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

Crite, Yvette

From: License
Sent: Monday, January 12, 2026 12:40 PM
To: Crite, Yvette
Cc: Milano, Marissa; Lopez, Faviola
Subject: FW: Vick's on Van Buren Hearing

Follow Up Flag: Follow up
Flag Status: Flagged

Please add

REDACTED

A red circular stamp with the letters 'VY' inside, and a horizontal line underneath it.

From:
Sent: Thursday, January 8, 2026 2:03 PM
To: License <LICENSE@milwaukee.gov>
Subject: Vick's on Van Buren Hearing

Hello,

Please add me to the list to receive emails at these addresses:

Thank you,

Crite, Yvette

From: License
Sent: Thursday, January 8, 2026 1:37 PM
To: Crite, Yvette
Subject: FW: Application #383974
Attachments: 1230 N Van Buren on 12-17-25.jpeg; 1230 N Van Buren on 12-17-25 other door.jpeg

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

REDACTED
BY
VC

From:
Sent: Saturday, December 27, 2025 11:51 AM
To: License <LICENSE@milwaukee.gov>
Cc: DeLessio-Parson, Ax <Axdp@milwaukee.gov>; Bauman, Robert <rjbauma@milwaukee.gov>
Subject: Application #383974

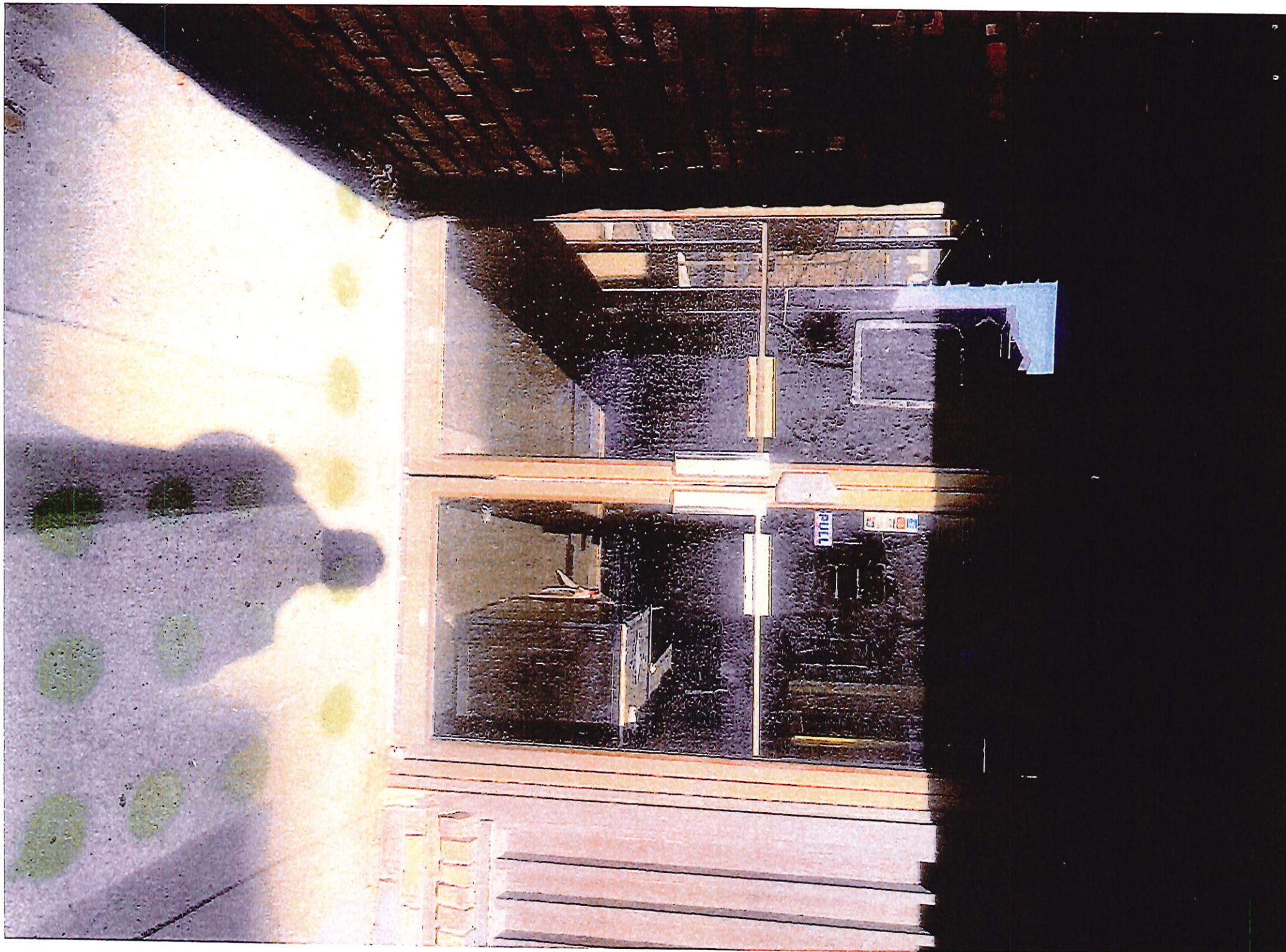
Re: Class B Taven application for 1230 N Van Buren

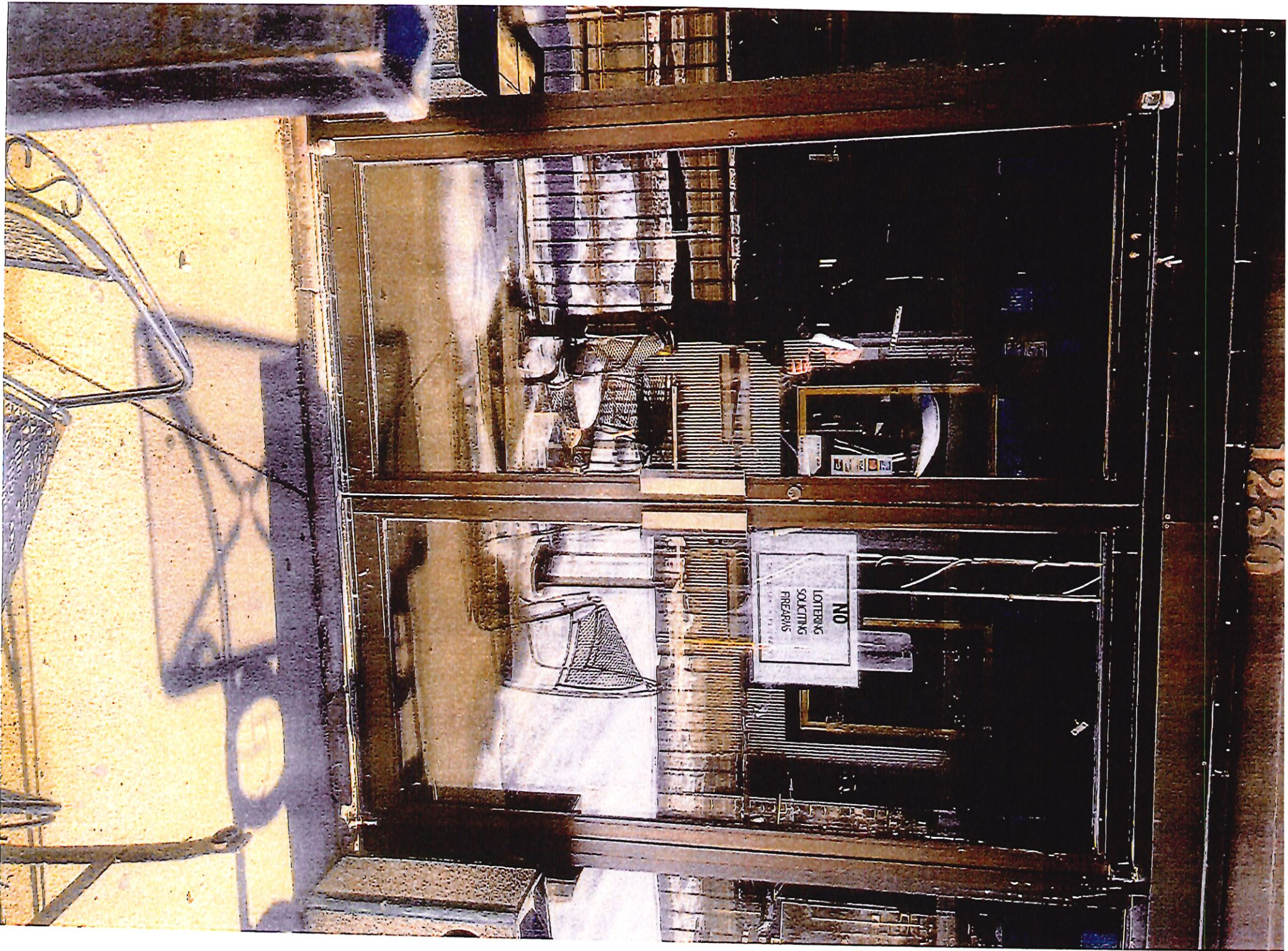
On Dec 11, after a neighborhood meeting with Alderman Bauman and the applicants, visited 1230 N Van Buren and noted that the "Notice of Public Interest" was not posted on either of the front entrance doors.

again visited 1230 N Van Buren on December 17. Still no posting.

The applicant swore to posting the notices. Notices are required to be posted from upon filing until their hearing. This is a basic simple requirement of licensing. The only way to comply would be for the applicant to file a new application.

The sooner you cancel the hearing the better. We do not want lots of people who want to testify showing up only to send them home.





Melendez, Yadira

From: Cooney, Jim
Sent: Tuesday, November 11, 2025 8:08 AM
To: Melendez, Yadira
Cc: Roman, Carmen
Subject: FW: Concerns Re Vick's Van Buren

REDACTED
BY
MM

Please add.

From: Bauman, Robert <rjbauma@milwaukee.gov>
Sent: Monday, November 10, 2025 3:40 PM
To: Cooney, Jim <Jim.Cooney@milwaukee.gov>; Zamarripa, JoCasta <JoCasta@milwaukee.gov>
Subject: FW: Concerns Re Vick's Van Buren

FYI

From: _____
Sent: Monday, November 10, 2025 3:38 PM
To: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>; Melendez, Yadira <Yadira.Melendez@milwaukee.gov>
Cc: Bauman, Robert <rjbauma@milwaukee.gov>
Subject: Concerns Re Vick's Van Buren

Hello,

I am writing to you to request that a liquor license for Vick's on Van Buren be held until a formal neighborhood informational meeting is hosted by the applicant.

We have concerns and would like details about the operator's history, hours of operation, hours of patio service, volume on the patio, type of entertainment to be provided, window coverings, and potential building renovation.

We are concerned about the impact on our residential residents, of which _____ has many residing in the neighboring blocks. We would like our tenants, as well as other area businesses and stakeholders, to have the opportunity to learn more about the plans for Vick's in order to make it a successful addition to the neighborhood.

Sincerely,

Melendez, Yadira

From:
Sent: Monday, November 10, 2025 2:33 PM
To: Melendez, Yadira; Melendez, Yadira; Gelting, David; Zamarripa, JoCasta; Brower, Alex; Burgelis, Peter; Young, Angel; Oatis-McMiller, Glenda
Cc: Cook, Jessica; Bauman, Robert
Subject: Opposition to Liquor License Application: VICK'S ON VAN BUREN LLC

Hello Licenses Committee Members,

I am writing to you to request that a liquor license for "VICK'S ON VAN BUREN LLC" (Pesquera, Paresha Sara, Agent) be held until a formal neighborhood informational meeting is hosted by the applicant.

_____ has invested hundreds of millions of dollars on Van Buren Street, including _____ from the subject property. _____ I building with a significant number of units and _____, which I _____ also the property manager. To date, we have not received any communication from the operator and have several questions regarding the operation of the business.

The only information about the proposed business we are aware of is what has been reported in short blurbs in the media in August of this year. We have several concerns and would like details about the operator's history, hours of operation, security, hours of patio service, amplified volume on the patio, type of entertainment to be provided, window coverings/window transparency, and potential building renovation.

We always wish to support good business operators with an established history of success and a good reputation in their industry and neighborhoods. However, until a neighborhood informational meeting can be held to discuss the details of the applicant's business operation, we respectfully request that a decision be pushed to a future date.

I will be present at tomorrow's meeting to speak on this matter.

Thank you for your consideration.

11 November 2025 Agenda Item below:

02:25 PM

- 04 PESQUEIRA, Paresha SARA, Agent for "VICK'S ON VAN BUREN LLC", Class B Taver Public Entertainment Premises and Food Dealer Licenses Application Requesting Instru Musicians, Disc Jockey, Bands, Dancing by Performers and Patrons Dancing for "VICK' VAN BUREN" at 1230 N VAN BUREN St.

REDACTED
BY




Office of the City Clerk
License Division

Jim Owczarski
City Clerk
jowcza@milwaukee.gov

Jim Cooney
License Division Manager
jim.cooney@milwaukee.gov

October 23, 2025

Paresha S. Pesqueira, Agent
Vick's On Van Buren LLC
1230 N Van Buren St.
Milwaukee, WI 53202

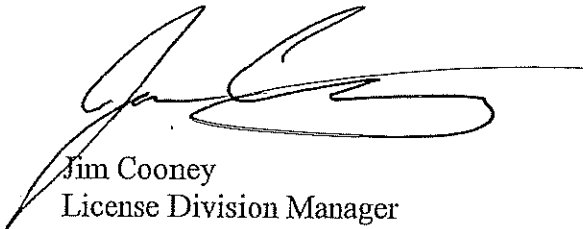
Dear Ms. Pesqueira,

Our office has received an anonymous complaint that Vick's On Van Buren LLC may not have the right to occupy the space at 1230 N Van Buren St. Pursuant to section 90-5-1.c-3 of the Milwaukee Code of Ordinances we are requesting a lease or other documentation that demonstrates that Vick's On Van Buren LLC has the right to occupy the space.

Your application for Tavern, Public Entertainment, and Food Dealer Licenses will not be referred to the Licenses Committee until this documentation is received.

Please feel free to contact me if you have any additional questions.

Sincerely,



Jim Cooney
License Division Manager

Cc: paresha.sara@gmail.com
kyle3674@gmail.com



From: License
Sent: Wednesday, October 8, 2025 1:18 PM
To: Jackson, Annette
Subject: FW: APPLICATION Class B Tavern License license was applied for on 08/25/2025 for Vick's on Van Buren, Vick's on Van Buren LLC.

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

REDACTED
BY
25

From: --
Sent: Wednesday, October 8, 2025 11:13 AM
To: License <LICENSE@milwaukee.gov>

Subject: APPLICATION Class B Tavern License license was applied for on 08/25/2025 for Vick's on Van Buren, Vick's on Van Buren LLC.

Hello,

I am writing this letter of concern to the licensing and planning committees of Milwaukee.

I am appalled that the city would allow another bar and restaurant to open on a street where traffic and parking is a large concern. The city has gone as far as changing the entire street from Downtown all the way to Brady Street over the last few years just to calm traffic noise and accidents down. It would appear if there is no longer any street parking since there is now a new luxury apartment building across the street on North Van Buren Street and only a small parking lot at the property applying for the licenses, the problems stemming from parking and taxis would bring much unneeded noise to the neighborhood.

This thoroughfare also is a major bus route and the drivers have one lane heading North with islands in the middle of the street. If the business blocks traffic it will become a nightmare for our public transportation as well as the local residents who could rely on using N. Van Buren Street as their main source of transportation. The bicycle lanes are also in front of this business and there is no room for cars or people to be blocking traffic lanes.

Please reconsider the above circumstances and all the possible future complaints. There are not enough police to enforce the crowds at bar time. Milwaukee does not need another night club.

Sincerely,

Cox, Andrew

From: License
Sent: Tuesday, September 9, 2025 1:03 PM
To: Cox, Andrew
Subject: FW: Vick's On Van Buren

Please add

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



[Take Our Survey!](#)

From: } 1>
Sent: Saturday, August 30, 2025 6:40 AM
To: License <LICENSE@milwaukee.gov>
Subject: Vick's On Van Buren

Good morning.

In response to the notice I received about the new application for a Class B Tavern at 1230 N Van Buren, I do have a comment.

I would strongly encourage the applicant, and those making the approval decision, to consider changing the name from Vick's to something that is not similar to the name of the previous tavern, Victor's.

Given the previous tenant's long reputation as an unsafe and unclean establishment, and especially in light of the recent murder and dismemberment committed by one of its employee's, I would strongly advise the new applicant, Pesqueira, to seek to distance themselves, in image, and in name, from community recollections of the previous establishment.

If they are not aware, the old Victor's was already nicknamed "Victim's" by the community long before the horrific recent murder.

I feel strongly that the community will not welcome a business seeking to model itself after the last establishment.

Again, I would strongly encourage a change in the business name.

Thank you for your consideration.

Roman, Carmen

From: License
Sent: Tuesday, August 26, 2025 2:11 PM
To: Roman, Carmen
Subject: FW: 1230 N VAN BUREN ST a APPLICATION Food Dealer - Restaurant

Follow Up Flag: Follow up
Flag Status: Flagged

Please add objection

Marissa Milano
She/her/hers
License Coordinator
City Clerk-License Division
200 E Wells St #105
www.milwaukee.gov/license



Take Our Survey!

REDACTED
BY *cl*

From: .
Sent: Tuesday, August 26, 2025 1:14 PM
To: License <LICENSE@milwaukee.gov>
Subject: 1230 N VAN BUREN ST a APPLICATION Food Dealer - Restaurant

Concern:

We have in this neighborhood for over 20 years, and the one persistent negative has been Victor's. The noise at bar time was intolerable—drunk patrons spilling into the streets at 2:00 AM, screaming, blocking traffic, and causing general disruption.

We used to call Victor's, but they claimed they had no responsibility for people once they left the premises. We contacted the police several times, but they often arrived two or three hours after the noise had subsided.

For the first time in years, I sleep with our windows open during the summer. We do not want to relive the chaos of the old Victor's. If the new establishment will be a restaurant rather than a disco, we would welcome it. If not, we strongly oppose the return of a nightclub to our neighborhood.

Thank you,

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/25/25

LICENSE TYPE: Class B Tavern

NEW: ☒

RENEWAL: ☐

No. 384974

Application Date:

License Location: 1230 N Van Buren

Business Name: Vick's on Van Buren

Licensee/Applicant: Pesquiera, Paresha
(Last Name, First Name, MI)

Date of Birth: 11/08/81

Home Address: 5246 W Cleveland

City: Milwaukee

State: WI Zip Code: 53219

Home Phone:

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

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

1. On 10/01/15, the applicant was charged with the applicant was charged with OWI (2nd) in Milwaukee County Circuit Court. On 05/23/16, they were convicted and sentenced to 40 days local jail and license was revoked for 16 months.

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/26/2025

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 384974

Application Date:

License Location: 1230 N Van Buren St

Business Name: Victor's on Van Buren

Licensee/Applicant: JONES, Vic R
(Last Name, First Name, MI)

Date of Birth: 02/04/1956

Home Address: N33W33201 Maplewood Rd

City: Nashotah

State: WI Zip Code: 53058

Home Phone: 262-617-7301

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

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

1. On 10/16/2018 the applicant was charged in Milwaukee County with Battery (Misdemeanor).

Charge: Battery

Finding: Guilty

Sentence: Forfeiture

Date: 02/22/2019

Case: 2018CM003458

2. On 09/03/2021 the applicant was cited for Operating while Intoxicated by Brookfield Police. On 11/30/21 he was convicted and his driver's license was suspended for 6 months.

3. On 06/25/22 at 10:33pm, Milwaukee Police were dispatched to 1230 N. Van Buren Street for a battery complaint. Investigation revealed that security had to physically escort a subject out because he was refusing to leave and became combative with security. No battery occurred and the subject was told he was not allowed back on premise.

=====

4. On 07/15/22 at 12:46a.m., Milwaukee Police conducted a License Premise Check at 1230 N. Van Buren. No violations were found and it appeared the business had good security measures in place. The business was cooperative with the investigation.

5. On 11/11/22 at 2:46a.m., Milwaukee Police were dispatched to a Theft at 1230 N. Van Buren. Investigation revealed a patron left their phone and wallet on the bar and walked away. When they returned the wallet was missing. The business was cooperative and allowed officers to view video surveillance of the incident.

=====

6. On 11/17/23 at 1:14a.m., Milwaukee Police were dispatched to a Trouble with Subject at 1230 N. Van Buren. Investigation revealed that a patron that had been asked to leave, had their hand accidentally closed in the door, while trying to re-enter. The subject refused medical attention.

=====

PREVIOUS PREMISE



Crime Prevention Through Environmental Design

CPTED

Date: 09/03/25

Officer: FELIX

Business:

Name: VIC'S ON VAN BUREN

Location: 1230 N. Van Buren

Phone ☐ N/A:

Agent:

Name: Pesqueira, Paresha

Address: 5246 W. Cleveland Ave

City: Milwaukee

State: WI ZIP: 53219

Phone: 414-688-0072

Email:

Owner of Business: ☐ Yes ☒ No (Add Info if not agent) _____

Phone: _____

Preferred Contact(s): ☒ Agent ☐ Owner ☐ Other _____

Type of business: ☒ Tavern/Bar ☐ Restaurant ☐ Convenience ☐ Other _____

The business is enclosed in a shopping structure, commercial building or hospital:

(Cannot be entered from a Public Street) ☐ Yes

Property is under construction or remodel: ☒ Survey was done by agent explaining plans. (Some items are not functional at time of survey).

Exterior Survey:

Are the address numbers prominently displayed and easy to see? ☐ Yes ☒ No

Is the area around the location clean? ☒ Yes ☐ No

The area is a business district ☐ or/and ☒ mix use (residential)?

Other businesses attached to the same building ☐ Yes ☒ No

Are windows free of signage? ☒ Yes ☐ No

Can the interior clearly be seen from outside? ☒ Yes ☐ No

Is there exterior lighting? ☐ Yes ☒ No.

Is lighting adequate? ☐ Yes ☒ No

Are there "No Loitering" Signs posted? ☐ Yes ☒ No

Parking:

- Adequate City Street parking ☒ Yes ☐ No
Will valet service be used any time during business hours? ☐ Yes ☒ No
Is there a parking lot? (If no, skip other items in parking section) ☒ Yes ☐ No
Is lot clean? ☒ Yes ☐ No
Is the lot well illuminated? ☐ Yes ☒ No
Is there a security guard or perimeter control? ☐ Yes ☒ No
Are there Cameras? ☐ Yes ☒ No

Other resources or businesses within the area? (If yes, how many)

- ☐ Park ☐ School ☐ Youth Center or Day care ☐ Community Outreach ☒ Church ☐ Medical
☒ Residential

- Convenience Store/ Supermarket: ☒ Yes ☐ No _____
Restaurant: ☒ Yes ☐ No _____
Gas station(s): ☐ Yes ☒ No _____
Tabaco/ Vape Store: ☐ Yes ☒ No _____
Liquor store(s): ☒ Yes ☐ No _____
Tavern(s): ☐ Yes ☒ No _____
Other(s): _____ ☐ Yes

Security: (If no security check and skip to next)

- Will there be security ☐ Yes ☒ No Armed? ☐ Yes ☐ No
Employed by: ☐ business ☐ contracted company
Security will monitor: ☐ Interior ☐ Exterior
Security Hours (Add to narrative along with number and how they will be deployed)

Cameras:

- Plans to have a camera system but not installed or operating: ☒ Yes
(If yes, answer next question and skip additional camera section add info to narrative)
Are cameras required by city ordinance at this business? ☐ Yes ☒ No
(If no, and there is no system skip to next section)
Are there working cameras at the business ☐ Yes ☒ No
How many working? Interior _____ Exterior _____
Is there a camera facing and entrance / exit? ☐ Yes ☒ No
Is a camera facing the register? ☐ Yes ☒ No
Is the data saved on: ☐ local hard drive ☐ Cloud / off site service
How long is footage saved? _____
Is on site camera hard drive in a secured area? ☐ Yes ☐ No ☒ N/A
Who has access to security footage? ☒ Owner ☒ Manager ☒ Employee(s) ☐ Security/Service

Bar/ Tavern / night club/ Restaurant ☐ N/A (Skip to next section)

☐ Age Restriction ☒ ID Scanner ☐ Dress Code ☐ Metal Detector ☐ Physical search

Planned capacity: # 450

Interior:

Is the interior clean and neat? ☐ Yes ☒ No

Can employees see out of the business to the exterior? ☒ Yes ☐ No

What is the minimum number of employees during hours of operation? 5

Is there an area employees can secure themselves? ☒ Yes ☐ No

Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ NO

Does the store sell? ☒ N/A (Skip to next section)

Single chore boy: ☐ Yes ☐ No

Blunt wraps: ☐ Yes ☐ No

Scale/Grinders: ☐ Yes ☐ No

Items that may be used as crack pipes: ☐ Yes ☐ No

Describe items _____

Overabundance of sandwich baggies: ☐ Yes ☐ No

Does the owner/agent understand that these items are often used for drug use?

☐ Yes ☐ No

Do the products in the store appear to be new and rotated often?

☐ Yes ☐ No

Current License(s): (Held at location by agent or Business)

Alcohol #: _____ ☐ Yes ☐ No Class: ☐ A ☐ B ☐ B-Manager ☐ D-Oper

Extended Hours #: _____ ☐ Yes ☐ No

Filling #: _____ ☐ Yes ☐ No

Food #: _____ ☐ Yes ☐ No Type: ☐ Restaurant ☐ PED ☐ Retail

Hotel/Motel#: _____ ☐ Yes ☐ No

Tobacco #: _____ ☐ Yes ☐ No

Secondhand Dealer #: _____ ☐ Yes ☐ No Type: ☐ Pawn ☐ Vehicle

Parking lot #: _____ ☐ Yes ☐ No

Pub-Enter-Pre# _____ ☐ Yes ☐ No Type: _____

Other #: _____ ☐ Yes ☐ No Type: _____

Plan of Operation:

Currently Open: ☐ Yes ☒ No – Projected open date: Click or tap to enter a date.

Hours: ☐ 24HRS ☐ Hours are the same every day (Enter time once)

Sun: 11:00 AM - 2:00 AM ☐ Closed

Mon: " : " - " : " ☐ Closed

Tue: " : " - " : " ☐ Closed

Wed: " : " - " : " ☐ Closed

Thu: " : " - " : " ☐ Closed

Fri: 11:00 AM - 2:30 AM ☐ Closed

Sat: 11:00 AM - 2:30 AM ☐ Closed

Complete this section if alcohol establishment is a convenience store: ☒ N/A (Skip to Recommendations)

(Exemption) Is the store located in an enclosed shopping structure, enclosed commercial building or hospital? A convenience food store is not in an enclosed structure or building if a customer cannot enter it directly from the outside.

- All convenience food stores not exempted under sub. 3 shall:

*Have cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☐ Yes ☐ No

*Post a sign which states that the cash register contains \$50 or less and that the safe is not accessible to employees? ☐ Yes ☐ No

- Maintain any of the following at the property?

*A safe that was in use at the convenience food store on August 17, 1994?

☐ Yes ☐ No

* A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department?

☐ Yes ☐ No

* Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☐ Yes ☐ No

* Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions: ☐ Yes ☐ No

(CPTED- A strategy that aims to reduce crime by changing the physical design of buildings and public spaces).

Comments/ Recommendations:

The property was under minor construction during the inspection and most items were not installed or functioning.

The agent and a representative from their attorney's office explained the planned layout and how the business will operate.

The camera sytem will be updated to 15 units with the hard drive in a secured room. An alarm sytem will be installed and exterior lighting updated.

There is a safe box on site in a locked office.

The agent was advised to install a camera near the alcohol storage area and office.

There will be a person at the entrance checking ID's after 9:00 PM. The business will operate mainly as a restaurant, so age restriction will not be enforced until after 9 PM.

End of report.

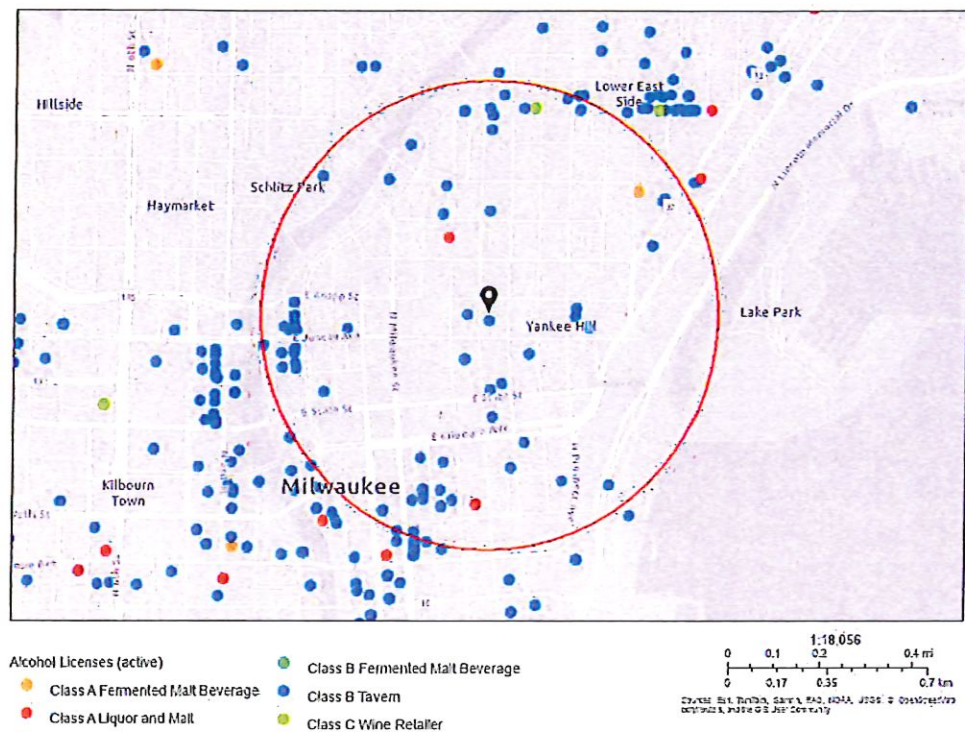


Concentration Map for 1230 N Van Buren St

Area of Interest (AOI) Information

Area : 21,862,585.64 ft²

Aug 25 2025 8:53:51 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	76		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Josh's Fine Dining LLC	Up-Down MKE	Ronald S Gomez, Agt	615 E Brady ST	Class B Tavern License		8/30/2025, 7:00 PM	1
2	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2025, 7:00 PM	1
3	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2025, 7:00 PM	1
4	TUDY-BART, LLC	BACCHUS-A BARTOLOTTA RESTAURANT	CHRISTIAN M DAMIANO, Agt	925 E WELLS ST	Class B Tavern License	200	9/21/2025, 7:00 PM	1
5	THE HARP IRISH PUB, INC	THE HARP	MATTHEW R SCHMIDT, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2025, 7:00 PM	1
6	Baldwin Trade LLC	The Diplomat	Dane K Baldwin, Agt	815 E Brady ST	Class B Tavern License		9/10/2025, 7:00 PM	1
7	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	MATTHEW R SCHMIDT, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2025, 7:00 PM	1
8	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	10/8/2025, 7:00 PM	1
9	MARSHA'S COCKTAILS BY COUNTY LLC	GRACE CENTER	Marsha A Scharles-Horcus, Agt	250 E JUNEAU AV	Class B Tavern License		10/7/2025, 7:00 PM	1
10	HAR FATEH, INC.	Turmeric Indian Cafe & Bar	Paramjit Kaur, Agt	1014 N Van Buren ST	Class B Tavern License		10/28/2025, 7:00 PM	1
11	SANFORD RESTAURANT, INC	SANFORD RESTAURANT	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80	10/29/2025, 7:00 PM	1
12	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	1119 N Marshall ST	Class B Tavern License		10/31/2025, 7:00 PM	1
13	CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	10/13/2025, 7:00 PM	1
14	GLORIOSO'S FRATELLI, INC	Glorioso's Italian Market	Darin E Wisniewski, Agt	1011 E BRADY ST	Class B Tavern License		10/16/2025, 7:00 PM	1
15	BW HOLDINGS, LLC	WARD'S HOUSE OF PRIME	BRIAN J WARD, Agt	540 E MASON ST	Class B Tavern License	260	11/1/2025, 7:00 PM	1
16	SHANK HALL, INC	SHANK HALL	TRACY L ROE, Agt	1434 N FARWELL AV	Class B Tavern License		10/30/2025, 7:00 PM	1
17	BBC 782 LLC	Barrel Burrito Co	MICHAEL J EITEL, Agt	782 N JEFFERSON ST	Class B Tavern License		11/4/2025, 6:00 PM	1
18	JCTH, INC	CAFE AT THE PLAZA	BENJAMIN T CRICHTON, Agt	1007 N CASS ST	Class B Tavern License		11/23/2025, 6:00 PM	1

19	BOOBY JDK, LLC	McGillicuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2025, 6:00 PM	1
20	ASCENT BAR MKE LLC	Ascent Bar	TIM B GOKHMAN, Agt	700 E KILBOURN AV	Class B Tavern License		11/19/2025, 6:00 PM	1
21	HDS 777, LLC	The Sofie	DAVID J SAFINA, Agt	777 N JEFFERSON ST	Class B Tavern License		11/20/2025, 6:00 PM	1
22	LANDFALL II, LLC	POINTS EAST PUB	LORI A HASSETT, Agt	1501 N JACKSON ST	Class B Tavern License	160	10/10/2025, 7:00 PM	1
23	REAL CHILI OF MILWAUKEE, INC	REAL CHILI	STEPHEN J KASTELIC, Agt	419 E WELLS ST	Class B Tavern License	80	11/27/2025, 6:00 PM	1
24	HARP AND EAGLE, LTD	COUNTY CLARE	Sarah L Wilson, Agt	1234 N ASTOR ST	Class B Tavern License	160	12/1/2025, 6:00 PM	1
25	Saplai Enterprises LLC	Lemongrass by Ee-Sané	Moukdala Phommanilath, Agt	1505 N FARWELL AV	Class B Tavern License		12/4/2025, 6:00 PM	1
26	VICTOR'S ON VAN BUREN, INC	VICTOR'S	Vic R Jones, Agt	1230 N VAN BUREN ST	Class B Tavern License	420	12/15/2025, 6:00 PM	1
27	METCALFE RESTAURANT, INC	The Pasta Tree Restaurant & Wine Bar	SUZZETTE R METCALFE, Agt	1503 N FARWELL AV	Class B Tavern License	75	1/4/2026, 6:00 PM	1
28	OUZO CAFE	OUZO CAFE	NICKEY G PAPPAS, Agt	776 N MILWAUKEE ST	Class B Tavern License	40	1/4/2026, 6:00 PM	1
29	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/25/2026, 6:00 PM	1
30	MEGA MARTS, LLC	PICK 'N SAVE #868	NEIL F WALLACE, Agt	605 E LYON ST	Class A Malt & Class A Liquor License		2/25/2026, 6:00 PM	1
31	STEE V GEE LLC	Sportclub Nomad	MICHAEL J EITEL, Agt	750 N Jefferson ST	Class B Tavern License	240	2/14/2026, 6:00 PM	1
32	Artisan Ramen LLC	Artisan Ramen	Yufeng Qiu, Agt	530 E Mason ST	Class B Tavern License	93	11/4/2025, 6:00 PM	1
33	Mojo MKE LLC	Mojo MKE	Brian J Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2026, 6:00 PM	1
34	Tina's Market	Tina's Market	Victor Lavrik, SP	1518 N Franklin PL	Class A Fermented Malt Beverage Retailer's License		3/22/2026, 7:00 PM	1
35	MAC PARTNERS, LLC	Milwaukee Athletic Club - Roof Top	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		3/31/2026, 7:00 PM	1
36	MEGA MARTS, LLC	METRO MARKET #371	Michael Taylan, Agt	1123 N VAN BUREN ST	Class B Tavern License	65	8/30/2025, 7:00 PM	1
37	M DE PALMA, LLC	MONICA'S ON ASTOR	MONICA J DE PALMA, Agt	1228 N ASTOR ST	Class B Tavern License	159	4/9/2026, 7:00 PM	1

38	WELLS-JEFFERSON CORPORATION	TAYLOR'S	DANIEL R TAYLOR, Agt	795 N JEFFERSON ST	Class B Tavern License	160	9/25/2025, 7:00 PM	1
39	WOMANS CLUB OF WISCONSIN	WOMANS CLUB OF WISCONSIN	Patti L Muccio, Agt	813 E KILBOURN AV	Class B Tavern License	500	3/31/2026, 7:00 PM	1
40	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Fermented Malt Beverage Retailer's License		5/11/2026, 7:00 PM	1
41	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2026, 7:00 PM	1
42	LUPI & IRIS, LLC	Lupi & Iris/Andiamo	Daria J Aitken-Siegel, Agt	777 N VAN BUREN ST	Class B Tavern License		5/7/2026, 7:00 PM	1
43	OTOD, LLC	Birch Restaurant	Kyle T Knall, Agt	459 E PLEASANT ST	Class B Tavern License		4/22/2026, 7:00 PM	1
44	COMET CAFE, INC	COMET CAFE	VALERI A LUCKS, Agt	1943-47 N FARWELL AV	Class B Tavern License	160	4/22/2026, 7:00 PM	1
45	SIP & PURR LLC	Sip & Purr	Katherine E McHugh, Agt	833 E BRADY ST	Class B Fermented Malt Beverage Retailer's License		4/23/2026, 7:00 PM	1
46	SIP & PURR LLC	Sip & Purr	Katherine E McHugh, Agt	833 E BRADY ST	Class C Wine Retailer's License		4/23/2026, 7:00 PM	1
47	ELEVATE MKE LLC	ELEVATE MKE	Tino K Bates, Agt	1131 N WATER ST	Class B Tavern License		5/1/2026, 7:00 PM	1
48	HAVEN CAFE LLC	HAVEN CAFE LLC	JEFFREY G KINDER, Agt	1201 N VAN BUREN ST	Class B Tavern License		4/29/2026, 7:00 PM	1
49	Hotel Metro Operator, LLC	Hotel Metro	Thys V Jones, Agt	411 E Mason ST	Class B Tavern License	150	8/30/2025, 7:00 PM	1
50	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2026, 7:00 PM	1
51	Lakes Venture LLC	Fresh Thyme Market #701	William Andrew Kreuser, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2026, 7:00 PM	1
52	Allure MKE LLC	Allure MKE	Tino K Bates, Agt	787-789 N Jefferson ST	Class B Tavern License		5/13/2026, 7:00 PM	1
53	RIVER HOUSE RESTAURANT, INC	VagaBond	MATTHEW R SCHMIDT, Agt	1122 N EDISON ST	Class B Tavern License	150	6/9/2026, 7:00 PM	1
54	SCOOTERS LLC	SCOOTERS PUB	Christopher Trudeau, Agt	154 E JUNEAU AV	Class B Tavern License		5/11/2026, 7:00 PM	1
55	DUKES 1 LLC	DUKES ON WATER	Christopher Trudeau, Agt	158 E JUNEAU AV	Class B Tavern License		5/11/2026, 7:00 PM	1

56	Colglasand Investments LLC	Mangos Cafe East	FRANCISCO SANDINO-BADILLO, JR, Agt	1682 N VAN BUREN ST	Class B Tavern License	83	5/11/2026, 7:00 PM	1
57	LUPI & IRIS, LLC	Lupi & Iris/Andiamo	Daria J Aitken-Siegel, Agt	777 N VAN BUREN ST	Class A Malt & Class A Liquor License		5/11/2026, 7:00 PM	1
58	12AM Management Group, LLC	Room Seven	Andre B Lewis, Agt	780 N Jefferson ST	Class B Tavern License	240	5/25/2026, 7:00 PM	1
59	Giovannis Hospitality Family LLC	Safina's	DAVID J SAFINA, Agt	783-785 N Jefferson ST	Class B Tavern License		5/25/2026, 7:00 PM	1
60	SORFCO, LTD	THE KNICK	ELIAS G CHEDID, Agt	1030 E JUNEAU AV	Class B Tavern License		6/27/2026, 7:00 PM	1
61	SATORI RESTAURANT LLC	THAI-NAMITE RESTAURANT	KHEMANONG KONGSIN, Agt	932 E BRADY ST	Class B Tavern License		6/14/2026, 7:00 PM	1
62	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209-13 N WATER ST	Class B Tavern License	750	6/1/2026, 7:00 PM	1
63	ELSA'S ON THE PARK, LTD	ELSA'S ON THE PARK	Christopher A Collins, Agt	833 N JEFFERSON ST	Class B Tavern License	100	6/30/2026, 7:00 PM	1
64	East Town Association, Inc	East Town Association	Edgar L Sturkey, Agt	520 E WELLS ST	Class B Tavern License		7/3/2026, 7:00 PM	1
65	MILWAUKEE COUNTY WAR MEMORIAL, INC	MILWAUKEE COUNTY WAR MEMORIAL CENTER	Laurieann Kildegaard, Agt	750 N LINCOLN MEMORIAL DR	Class B Tavern License	240	6/29/2026, 7:00 PM	1
66	Foy's LLC	Foy's	MICHAEL G FOY, Agt	784 N JEFFERSON ST	Class B Tavern License		6/30/2026, 7:00 PM	1
67	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2026, 7:00 PM	1
68	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park/The Tap Yard-Milwaukee	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Tavern License		7/29/2026, 7:00 PM	1
69	Patronessy Boys LLC	Sticky Rice Brady St	Khampae Phonisay, Agt	707 E BRADY ST	Class B Tavern License		7/28/2026, 7:00 PM	1
70	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/25/2026, 6:00 PM	1
71	BUCKLEY'S KISKEAM INN, LLC	Buckley's	MICHAEL V BUCKLEY, Agt	801-09 N CASS ST	Class B Tavern License	65	7/29/2026, 7:00 PM	1
72	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2026, 7:00 PM	1
73	Bollywood Grill, LLC	Bollywood Grill	MANJIT SINGH, Agt	1028-30 N Jackson ST	Class B Tavern License		7/21/2026, 7:00 PM	1

74	Benson's Catering MKE LLC	Milwaukee Athletic Club	David J Marcus, Agt	758 N BROADWAY	Class B Tavern License		7/15/2026, 7:00 PM	1
75	MEGA MARTS, LLC	METRO MARKET #371	Michael Taylan, Agt	1123 N VAN BUREN ST	Class B Tavern License	65	8/30/2026, 7:00 PM	1
76	Josh's Fine Dining LLC	Up-Down MKE	Ronald S Gomez, Agt	615 E Brady ST	Class B Tavern License		8/30/2026, 7:00 PM	1

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



Wednesday, July 08, 2026



Notice of Public Hearing

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PESQUEIRA, Paresha SARA, Agent
Ava's on Van Buren at 1230 N VAN BUREN St
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting
Instrumental Musicians, Disc Jockey, Bands, Patrons Dancing, 4 Amusement Machines and Age
Restriction 21+ After 9PM

Tuesday, July 21, 2026 at 2:15 PM

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 7/21/2026 at 2:15 PM in Room 301-B, Third Floor, City Hall. 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 via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@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 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 STATE ZIP
CURRENT OCCUPANT	1127 N CASS ST# 1A	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 1B	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 1C	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 1D	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 2A	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 2B	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 2C	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 2D	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 3A	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 3B	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 3C	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# 3D	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1127 N CASS ST# BSMT	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1130 N VAN BUREN ST# 1	MILWAUKEE, WI 53202-1969
CURRENT OCCUPANT	1130 N VAN BUREN ST# 2	MILWAUKEE, WI 53202-1969
CURRENT OCCUPANT	1130 N VAN BUREN ST# 3	MILWAUKEE, WI 53202-1969
CURRENT OCCUPANT	1135 N CASS ST# 1	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 10	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 11	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 12	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 2	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 3	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 4	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 5	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 6	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 7	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 8	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1135 N CASS ST# 9	MILWAUKEE, WI 53202-3357
CURRENT OCCUPANT	1210 N VAN BUREN ST# 1	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1210 N VAN BUREN ST# 2	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1210 N VAN BUREN ST# 3	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1210 N VAN BUREN ST# BS	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1212 N VAN BUREN ST# 1	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1212 N VAN BUREN ST# 2	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1212 N VAN BUREN ST# 3	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1212 N VAN BUREN ST# BN	MILWAUKEE, WI 53202-2607
CURRENT OCCUPANT	1222 N CASS ST# 101	MILWAUKEE, WI 53202-2967
CURRENT OCCUPANT	1222 N CASS ST# 102	MILWAUKEE, WI 53202-2967
CURRENT OCCUPANT	1222 N CASS ST# 283	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 284	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 285	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 286	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 287	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 288	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 289	MILWAUKEE, WI 53202-2951
CURRENT OCCUPANT	1222 N CASS ST# 290	MILWAUKEE, WI 53202-2964

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

CURRENT OCCUPANT	807 E JUNEAU AVE# 39	MILWAUKEE, WI 53202-2755
CURRENT OCCUPANT	807 E JUNEAU AVE# 4	MILWAUKEE, WI 53202-2751
CURRENT OCCUPANT	807 E JUNEAU AVE# 5	MILWAUKEE, WI 53202-2751
CURRENT OCCUPANT	807 E JUNEAU AVE# 6	MILWAUKEE, WI 53202-2751
CURRENT OCCUPANT	807 E JUNEAU AVE# 7	MILWAUKEE, WI 53202-2751
CURRENT OCCUPANT	807 E JUNEAU AVE# 8	MILWAUKEE, WI 53202-2751
CURRENT OCCUPANT	807 E JUNEAU AVE# 9	MILWAUKEE, WI 53202-2751
CURRENT OCCUPANT	811 E KNAPP ST	MILWAUKEE, WI 53202-2717

Blank Notice

Total Records: 571

Radius 250 feet and Center of the Circle: 1230 N Van Buren St



APPLICATION AMENDMENT

Office of the City Clerk License Division

200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

ccl-amend 9/10/18

Date: 02/16/2026

To the License Division of the City of Milwaukee:

I, Paresha Pesqueira, wish to amend my answer(s) on the application for a
(full legal name)

Class B Tav, Food Dealer, PEP license at 1230 N Van Buren St., Milwaukee, WI 53202:
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # 10 should be: See attached.
2. Agent should be (full legal name): _____ Also complete 3, 4, 5 & 6
3. Date of birth should be: _____
4. Home address should be (include city/state/zip): _____

5. Phone number should be (include area code): _____
6. Driver's License Number/State ID Number should be: _____
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: Ava's on Van Buren
9. Premises address should be (include city/state/zip): _____

10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____

12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): _____

14. Class B Tavern: Age Distinction should be: _____
15. Other: Remove Dancing by Performers from PEP and add 4 amusement
machines - see attached. Adding Uber/Lyft pick up zone in parking lot to Plan of Operation.
(Check with the License Division before submitting "Other" amendments using this form.)

Paresha Pesqueira (Feb 16, 2026 14:01:56 CST)

Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: 384974 Date: 3-17-26 Initials: AC To LC: _____
LC Email: ☐MPD ☐NS ☐HD Initials: _____

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	11:00 AM	12:00 AM	100+	21+	21+ after 9:00 PM
Monday	11:00 AM	12:00 AM	100+	21+	21+ after 9:00 PM
Tuesday	11:00 AM	12:00 AM	100+	21+	21+ after 9:00 PM
Wednesday	11:00 AM	12:00 AM	100+	21+	21+ after 9:00 PM
Thursday	11:00 AM	1:00 AM	100+	21+	21+ after 9:00 PM
Friday	11:00 AM	2:30 AM	100+	21+	21+ after 9:00 PM
Saturday	11:00 AM	2:30 AM	100+	21+	21+ after 9:00 PM

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)


Paresha Pesqueira (Feb 16, 2026 14:01:56 CST)

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.



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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS:

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

☒ Instrumental Musicians	☐ Battle of the Bands	☐ Dancing by Performers	☒ Amusement Machines How many? <u>4</u>
☒ Bands	☐ Comedy Acts	☐ Adult Entertainment/ Strippers/Erotic Dance	☐ Concerts Approx. # per year? _____
☐ Bowling Alley How many? _____	☒ Disc Jockey	☐ Wrestling	☐ Theatrical Performances Approx. # per year? _____
☐ Pool Tables How many? _____	☐ Magic Shows	☐ Patron Contests	☐ Jukebox
☐ Motion Pictures (movies by admission) - How many? _____	☐ Poetry Readings	☒ Patrons Dancing	☐ Karaoke
☐ Other: _____			

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☐ No ☒ Yes If Yes, Describe: Sponsors for business events

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: Professional amplifiers and speakers used around establishment.

LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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.


Paresha Pesqueira (Feb 16, 2026 14:01:56 CST)

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

Vicks on Van Buren - Amendment Application v2

Final Audit Report

2026-02-16

Created:	2026-02-16
By:	Austin Baldwin (austin@axepoint.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAzs4QBqfko7tvmdVQOZaqjixzR3fcs3uo

"Vicks on Van Buren - Amendment Application v2" History

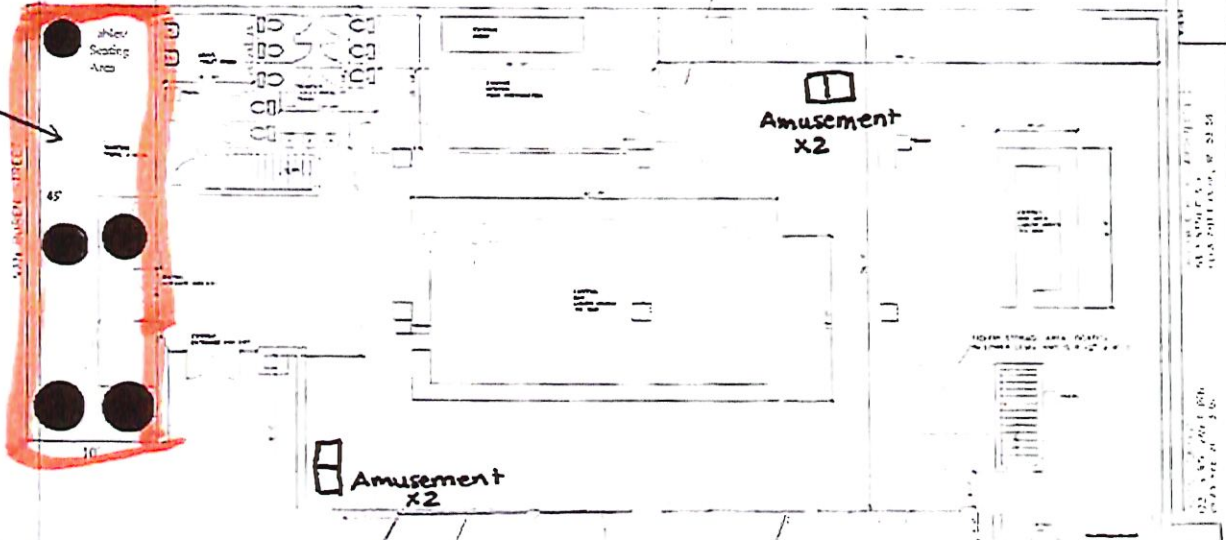
-  Document created by Austin Baldwin (austin@axepoint.com)
2026-02-16 - 7:54:23 PM GMT
-  Document emailed to Paresha Pesqueira (paresha.sara@gmail.com) for signature
2026-02-16 - 7:54:32 PM GMT
-  Email viewed by Paresha Pesqueira (paresha.sara@gmail.com)
2026-02-16 - 8:00:58 PM GMT
-  Document e-signed by Paresha Pesqueira (paresha.sara@gmail.com)
Signature Date: 2026-02-16 - 8:01:56 PM GMT - Time Source: server
-  Agreement completed.
2026-02-16 - 8:01:56 PM GMT

WICKS ON VAN BUREN LLC
TRADE NAME: WICKS ON VAN BUREN
230 N. VAN BUREN
MILWAUKEE, WI 53207
AGENT: PARESHA PESQUEIRA
DATE: August 13, 2025

LIQUOR STORAGE AREA (LOCATED
IN LOWER LEVEL AND IS 10' X 10' X 10')

LIQUOR STORAGE AREA (LOCATED
IN LOWER LEVEL AND IS 10' X 10' X 10')

KNOWLEDGE TO THE NORTH

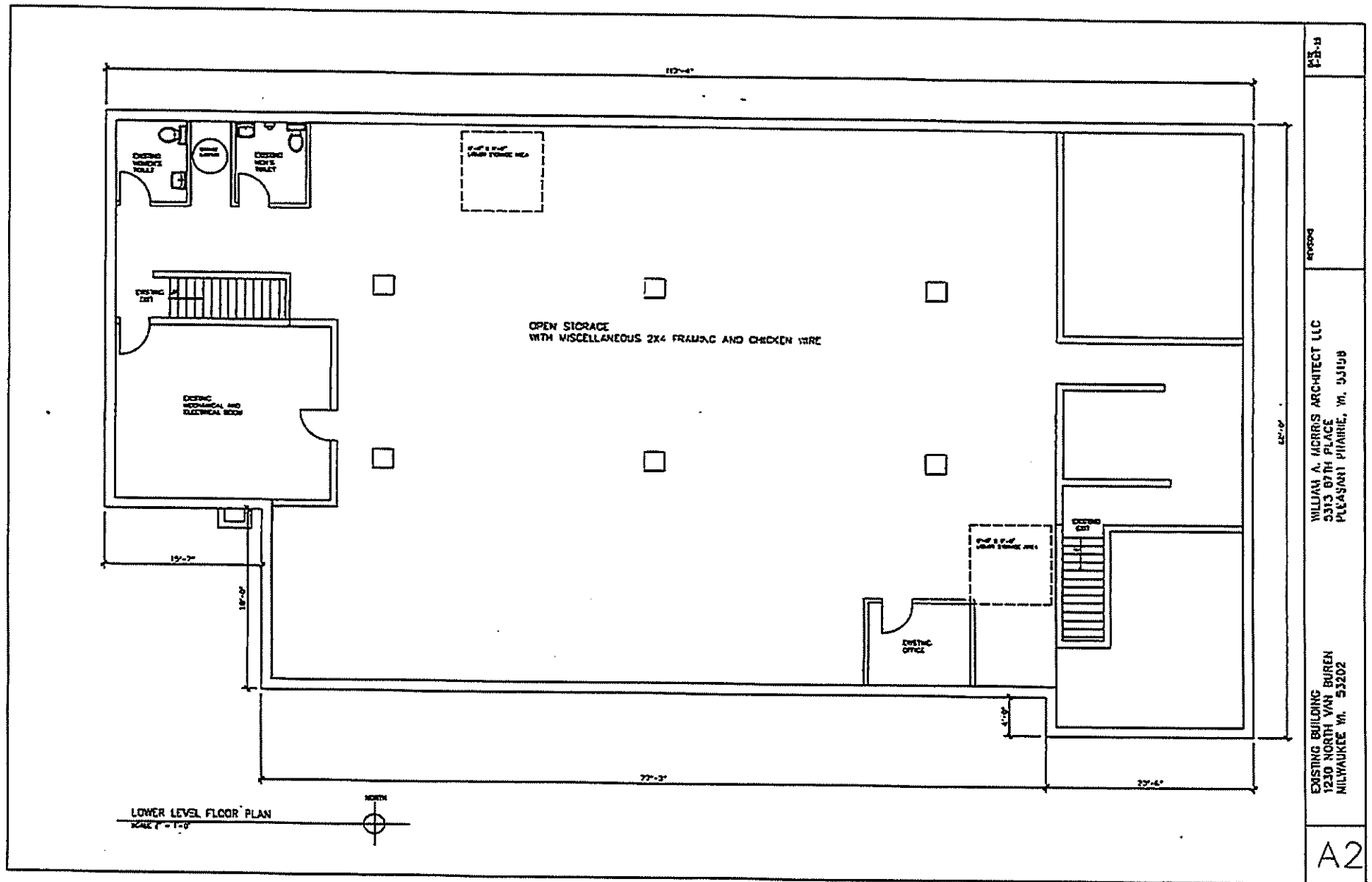


LINEAU TO THE SOUTH

40'
LUBEK/LYFT
ZONE

PARKING

PARKING



VICKS ON VAN BUREN LLC
 TRADE NAME: VICKS ON VAN BUREN
 1230 N VAN BUREN
 MILWAUKEE WI, 53202
 AGENT: PARESHA PESQUEIRA
 DATE: August 13, 2025



APPLICATION AMENDMENT

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

ccl-amend 9/10/18

Date: 02/16/2026

To the License Division of the City of Milwaukee:

I, Paresha Pesqueira, wish to amend my answer(s) on the application for a
(full legal name)

Class B Tav, Food Dealer, PEP license at 1230 N Van Buren St., Milwaukee, WI 53202:
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # 10 should be: See attached.
2. Agent should be (full legal name): _____ Also complete 3, 4, 5 & 6
3. Date of birth should be: _____
4. Home address should be (include city/state/zip): _____

5. Phone number should be (include area code): _____
6. Driver's License Number/State ID Number should be: _____
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: Ava's on Van Buren
9. Premises address should be (include city/state/zip): _____

10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____

12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): _____

14. Class B Tavern: Age Distinction should be: _____
15. Other: Remove Dancing by Performers from PEP and add 4 amusement
machines - see attached. Adding Uber/Lyft pick up zone in parking lot to Plan of Operation.
(Check with the License Division before submitting "Other" amendments using this form.)


Paresha Pesqueira (Feb 16, 2026 14:01:56 CST)

Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: _____ Date: _____ Initials: _____ To LC: _____
LC Email: ☐MPD ☐NS ☐HD Initials: _____

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	11:00 AM	12:00 AM	100+	21+	21+ after 9:00 PM
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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)


Paresha Pesqueira (Feb 16, 2026 14:01:56 CST)
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.



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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS:

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

☒ Instrumental Musicians	☐ Battle of the Bands	☐ Dancing by Performers	☒ Amusement Machines How many? <u>4</u>
☒ Bands	☐ Comedy Acts	☐ Adult Entertainment/ Strippers/Erotic Dance	☐ Concerts Approx. # per year? _____
☐ Bowling Alley How many? _____	☒ Disc Jockey	☐ Wrestling	☐ Theatrical Performances Approx. # per year? _____
☐ Pool Tables How many? _____	☐ Magic Shows	☐ Patron Contests	☐ Jukebox
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☐ Other: _____			

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

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Will promoters ever be used for any of the entertainment? ☐ No ☒ Yes If Yes, Describe: Sponsors for business events

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: Professional amplifiers and speakers used around establishment.

LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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.


Paresha Pesqueira (Feb 16, 2026 14:01:58 CST)

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

Vicks on Van Buren - Amendment Application v2

Final Audit Report

2026-02-16

Created:	2026-02-16
By:	Austin Baldwin (austin@axepoint.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAzs4QBqfko7tvmdVQOZaqjixzR3fcs3uo

"Vicks on Van Buren - Amendment Application v2" History

-  Document created by Austin Baldwin (austin@axepoint.com)
2026-02-16 - 7:54:23 PM GMT
-  Document emailed to Paresha Pesqueira (paresha.sara@gmail.com) for signature
2026-02-16 - 7:54:32 PM GMT
-  Email viewed by Paresha Pesqueira (paresha.sara@gmail.com)
2026-02-16 - 8:00:58 PM GMT
-  Document e-signed by Paresha Pesqueira (paresha.sara@gmail.com)
Signature Date: 2026-02-16 - 8:01:56 PM GMT - Time Source: server
-  Agreement completed.
2026-02-16 - 8:01:56 PM GMT



APPLICATION AMENDMENT

Office of the City Clerk License Division
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238

ccl-amend 9/10/18

Date: 10/23/2025

To the License Division of the City of Milwaukee:

I, Paresha Pesqueira, wish to amend my answer(s) on the application for a
(full legal name)

Class B Tavern, Food Dealer, and PEP license at 1230 N Van Buren St., Milwaukee, WI 53202
(type of license) (premises address, if applicable)

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # A-E&A-G Addendum should be: see attached for further information
2. Agent should be (full legal name): _____ Also complete 3, 4, 5 & 6
3. Date of birth should be: _____
4. Home address should be (include city/state/zip): _____

5. Phone number should be (include area code): _____
6. Driver's License Number/State ID Number should be: _____
7. Corporation/LLC name should be (full legal name): _____
8. Business name should be: _____
9. Premises address should be (include city/state/zip): _____

10. Business phone number should be (include area code): _____
11. Mailing address should be (include city/state/zip): _____

12. Email address should be: _____
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): Milwaukee
14. Class B Tavern: Age Distinction should be: _____
15. Other: _____

(Check with the License Division before submitting "Other" amendments using this form.)


Paresha Pesqueira (Oct 24, 2025 15:16:08 CDT)

Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application #: _____ Date: _____ Initials: _____ To LC: _____
LC Email: ☐ MPD ☐ NS ☐ HD Initials: _____

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.)? Landlord
- c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ N/A
- e) Total amount paid for goodwill of the business \$ 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.

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

- a) Date lease begins August 1, 2025 Ends July 31, 2030
- b) Monthly rental \$ 12,500
- 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

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 occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Vicks on Van Buren - Amendment Application

Final Audit Report

2025-10-24

Created:	2025-10-24
By:	Austin Baldwin (austin@axepoint.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAeSDRxfr4dRrAsJ12HKErFXcs7Z0Py1f7

"Vicks on Van Buren - Amendment Application" History

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-  Document emailed to paresha.sara@gmail.com for signature
2025-10-24 - 7:55:04 PM GMT
-  Email viewed by paresha.sara@gmail.com
2025-10-24 - 8:23:31 PM GMT
-  Signer paresha.sara@gmail.com entered name at signing as Paresha Pesqueira
2025-10-24 - 8:26:06 PM GMT
-  Document e-signed by Paresha Pesqueira (paresha.sara@gmail.com)
Signature Date: 2025-10-24 - 8:26:08 PM GMT - Time Source: server
-  Agreement completed.
2025-10-24 - 8:26:08 PM GMT





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)

Provide a detailed description of the type of business you plan on operating: We plan to operate a neighborhood tavern and restaurant in the City of Milwaukee that will provide a welcoming and safe environment for patrons to socialize, eat, and enjoy beer, wine, and cocktails for on-premises consumption.

Do you have any experience operating this type of business? No ☒ Yes If yes, explain: Agent, Paresha Pesqueira, operates Revel Bar

2. Business Operations

- a. Proposed Opening Date: Fall 2025
- 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

- 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: Professional amplifiers and speakers used around establishment.

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 10 Locations: Inside main bar area and throughout establishment
Outside: 2 Locations: Dumpsters next to establishment exterior
- c. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: Fence utilized to separate sidewalk and establishment
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: John's Disposal

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 30 and describe the parking security plan: Security surveillance camera system will monitor parking areas 24/7
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Security surveillance camera system will monitor loading zone areas 24/7
- c. Will you have licensed security on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Describe equipment used _____
List their License Number (s) _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 15 and list locations: _____
Located throughout the exterior and interior of the business for full range view.
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>50</u> %	Food <u>30</u> % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>20</u> %			
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, Electronic Vape Products ☐ 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 450 (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: _____
- c. Nearest Major Cross Street: Van Buren St. and Juneau Ave.
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories _____ ☐ Other: _____
- f. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: 1230 On Van Buren LLC Phone Number: 414-405-1000
Building Owner Address: 2400 W Ryan Rd., Suite 1, Oak Creek, WI 53154

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	11:00 AM	2:00 AM	100+	21+	21+ after 9:00 PM
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Saturday	11:00 AM	2:30 AM	100+	21+	21+ after 9:00 PM

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)


Parshia Pasquiere (Aug 14, 2025 12:24:47 CDT)

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: Vicks On Van Buren LLC

Premise Address: 1230 N Van Buren St., Milwaukee, WI 53202

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.)? Owner

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

d) Total amount paid for business \$ N/A

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

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)? _____

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 occupant 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

**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 • www.milwaukee.gov/license

Legal Entity Name: **Vicks On Van Buren LLC**

Premises Address: **1230 N Van Buren St., Milwaukee, WI 53202**

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

☒ Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

☐ Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? ☐ Yes ☐ No

A convenience store contains less than 7,500 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

☐ Bed & Breakfast

☐ Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?

☐ Less than 25%

☐ 25% or More AND:

☐ Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

☐ NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? ☐ No ☒ Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? ☐ No ☒ Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Meat, dairy, fish, poultry

SECTION 4 DETAILS OF OPERATION

- 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 - Check all that apply: ☐ Bar ☐ Cooking/Grilling ☒ Dining
- Will you have a drive thru window? ☒ No ☐ Yes - Are hours different from inside? ☐ No ☐ Yes
If Yes, provide drive thru hours: _____
- Will scales or barcode scanners be used? ☒ No ☐ Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

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

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

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

- ☒ No If No, SKIP to Section 7
- ☐ Yes If Yes, check all that apply: ☐ New construction of a building ☐ Renovation or remodeling
☐ Construction changes to existing building ☐ Equipment changes only

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 8
- ☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
☐ Immediately ☒ At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:



I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.



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.



I understand the district alderperson will review and either support or object to my application. If he/she objects, 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.



I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.



I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder:  _____
Form 2-28-19 (Aug 14, 2015 12:24:47 CDT)

Signature of Additional Partner: _____



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 e-mail address: license@milwaukee.gov

PREMISES ADDRESS: 1230 N Van Buren St., Milwaukee, WI 53202

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| ☒ Instrumental Musicians | ☐ Battle of the Bands | ☒ Dancing by Performers | ☐ Amusement Machines
How many? _____ |
| ☒ Bands | ☐ Comedy Acts | ☐ Adult Entertainment/
Strippers/Erotic Dance | ☐ Concerts
Approx. # per year? _____ |
| ☐ Bowling Alley
How many? _____ | ☒ Disc Jockey | ☐ Wrestling | ☐ Theatrical Performances
Approx. # per year? _____ |
| ☐ Pool Tables
How many? _____ | ☐ Magic Shows | ☐ Patron Contests | ☐ Jukebox |
| ☐ Motion Pictures (movies by
admission) - How many? _____ | ☐ Poetry Readings | ☒ Patrons Dancing | ☐ Karaoke |
| ☐ Other: _____ | | | |

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.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☐ No ☒ Yes If Yes, Describe: Sponsors for business events

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: Professional amplifiers and speakers used around establishment.

LEGAL CAPACITY OF PREMISES

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

ACKNOWLEDGEMENT/SIGNATURE

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.

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

Office Use Only:

Initials: _____ Filed: _____ App: _____

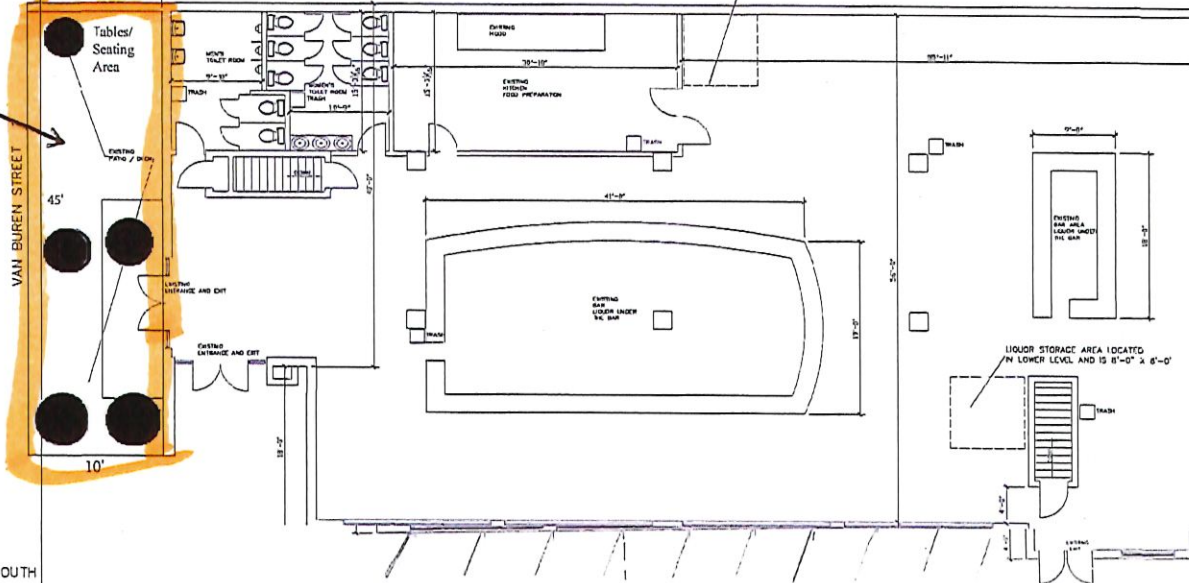
Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

VICKS ON VAN BUREN LLC
TRADE NAME: VICKS ON VAN BUREN
1230 N VAN BUREN
MILWAUKEE WI. 53202
AGENT: PARESHA PESQUEIRA
DATE: August 13, 2025

LIQUOR STORAGE AREA LOCATED
IN LOWER LEVEL AND IS 8'-0" X 8'-0"

FIRST FLOOR PLAN - 6,374 GROSS SQ. FT.
SCALE 1" = 1'-0"
NOTE:
NO CIGARETTE OR TOBACCO SALES TO OCCUR AT THIS LOCATION

KNAPP TO THE NORTH



JUNEAU TO THE SOUTH

PARKING

105'

PARKING

40'

PARKING FLOOR PLAN
SCALE 1" = 1'-0"
NORTH

WILLIAM A. MOSES ARCHITECT LLC
5313 87TH PLACE
PLEASANT PRIDGE, WI. 53159

EXISTING BUILDING
1230 NORTH VAN BUREN
MILWAUKEE WI. 53202

A1

Vicks on Van Buren Menu

Appetizers

- Wings (10 pcs) – Buffalo-style or mild, served with celery & bleu cheese ... \$14
- Shrimp Cocktail – 5 jumbo shrimp with cocktail sauce ... \$12
- Baked Brie – Warm, melted brie served with crackers ... \$10

Burgers & Sandwiches

- Classic Vick Burger – 8-ounce beef patty, lettuce, tomato, onion, pickles on brioche ... \$15
- Bacon Cheddar Burger – Topped with smoked bacon & melted cheddar ... \$17
- Mushroom Swiss Burger – Sautéed mushrooms, Swiss cheese, garlic aioli ... \$16
- (All burgers served with fries; upgrade to sweet potato fries or onion rings for +\$2.)

Entrées

- Prime Rib – Thick-cut, slow-roasted and carved to order ... \$28
- Fish Fry – Beer-battered cod, fries & coleslaw ... \$16

Salads & Sides

- House Salad – Mixed greens, tomato, cucumber with choice of dressing ... \$8
- Loaded Baked Potato – Topped with cheese, bacon & chives ... \$6

Desserts

- Cheesecake – New York-style ... \$7
- Chocolate Mousse – Velvety chocolate, whipped cream ... \$8

Beverages

- Classic Cocktails – Old Fashioned, Manhattan, Margarita ... \$9–\$11
- Local & Domestic Beers on Tap – ... \$5–\$7
- Wines by the Glass – ... \$8–\$12