

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

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: Ben Crichton <Ben@shorelinerealestate.com>
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 Shoreline Real Estate 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,

Ben Crichton

Shoreline Real Estate

Melendez, Yadira

From: Cooney, Jim
Sent: Tuesday, November 11, 2025 8:21 AM
To: Melendez, Yadira
Cc: Roman, Carmen
Subject: FW: Opposition to Liquor License Application: VICK'S ON VAN BUREN LLC

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: Opposition to Liquor License Application: VICK'S ON VAN BUREN LLC

FYI

From: Joey Wisniewski <joey@newlandmke.com>
Sent: Monday, November 10, 2025 2:33 PM
To: Melendez, Yadira <Yadira.Melendez@milwaukee.gov>;
Gelting, David <David.Gelting2@milwaukee.gov>; Zamarripa, JoCasta <JoCasta@milwaukee.gov>; Brower, Alex
<Alex.Brower@milwaukee.gov>; Burgelis, Peter <Peter.Burgelis@milwaukee.gov>; Young, Angel
<Angel.Young@milwaukee.gov>; Oatis-McMiller, Glenda <Glenda.Oatis-McMiller@milwaukee.gov>
Cc: Cook, Jessica <Jessica.Cook@milwaukee.gov>; Bauman, Robert <rjbauma@milwaukee.gov>
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" (Pesquira, Paresha Sara, Agent) be held until a formal neighborhood informational meeting is hosted by the applicant.

New Land Enterprises has invested hundreds of millions of dollars on Van Buren Street, including Nova apartments across the street from the subject property. Nova is a 251-unit luxury multifamily residential building with a significant number of units and balconies facing the subject property, which New Land is 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.

1.1 November 2025 Agenda Item below:

02:25 PM

04 PESQUEIRA, Paresha SARA, Agent for "VICK'S ON VAN BUREN LLC", Class B Tavern 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.



Joey Wisniewski
Senior Development Coordinator

NEW LAND
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New Land Enterprises
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NewLandMKE.com



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