



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

Wednesday, July 08, 2026

**COMMITTEE MEETING NOTICE**

AD 12

WISE, Marcus L, Agent  
POP MKE, LLC  
124 W NATIONAL AV  
MILWAUKEE, WI 53204

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 01:25 PM**

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

**Regarding:** Your Permanent Extension of Premise License Application for Alcohol and Food as agent for "POP MKE, LLC" for "POP" at 124 W NATIONAL Av. 

There is a possibility that your application may be denied for one or more of the following reasons: you do not meet the statutory and municipal requirements; the fitness and appropriateness of the location to be licensed and whether the location will create undesirable neighborhood problems (such as disorderly congregations of people, excessive litter, unreasonable noise, and traffic and parking problems), whether or not there is an over-concentration of alcohol beverage establishments in the neighborhood; whether or not you have been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the licensed activity; and any other factors which reasonably relate to the public health, safety and welfare. See attached police report and/or written correspondence regarding this application. Please be advised the public will be able to provide information to the committee in person or in writing. The committee will receive and consider evidence regarding the above mentioned criteria.

**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.**

**Lopez, Faviola**

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**From:**  
**Sent:** Thursday, May 28, 2026 10:46 AM  
**To:** Cooney, Jim  
**Cc:** Perez, Jose; Murillo, Maribel  
**Subject:** Re: URGENT: No response from DPW regarding Pop Bar permit

**REDACTED**

**BY**



Dear Mr. Cooney,

Thank you for your prompt response and for confirming that Pop Bar at 124 W National Ave currently has no Temporary Change of Plan (TCOP) permit approved for the weekend of June 4–7, 2026. It is my understanding that Pop Bar has also not applied for a noise variance permit for the event.

Given that the event is exactly one week away and actively being marketed to the public as an outdoor festival taking over the parking lot at S. 2nd Street and W. National Avenue, it is clear the licensee, Marcus Wise, intends to operate this massive outdoor commercial footprint entirely without the required municipal permits.

While I appreciate that the Licenses Committee can discipline their Class B and Public Entertainment licenses after the fact, the residents of Walker's Point should not be forced to endure four days of an illegal, foreseeable public nuisance before the city takes action. Mr. Wise was found guilty of violating the city noise ordinance at this exact event last year (MCO § 80-63-1, Citation #06815JN015) and has repeatedly proven he cannot be trusted to self-regulate.

Since the License Division is now notifying the licensee that an application is required—and that it will be routed to Alderperson Pérez for approval or denial—I am stating my baseline position immediately: **I am adamantly opposed to the issuance or approval of any last-minute TCOP, special permit, or noise variance for this event.** Many other affected stakeholders in the immediate area share these exact concerns.

If Mr. Wise ignores your warning and proceeds to set up fencing, staging, bars, or outdoor speakers next week without an approved TCOP, I respectfully ask that the License Division coordinate with the Department of Neighborhood Services (DNS)

and the Milwaukee Police Department for immediate, proactive enforcement on day one, rather than waiting for follow-up disciplinary hearings.

Thank you for your diligence in protecting our neighborhood's livability.

Respectfully,

REDACTED  
BY  


On May 28, 2026, at 10:29 AM, Cooney, Jim <Jim.Cooney@milwaukee.gov> wrote:

Dear

Alderman Perez forwarded the email below.

Pop's Class B Tavern and Public Entertainment Premises licenses do not include any outdoor areas. If Pop were to extend their premises outdoors, they need a Temporary Change of Plan (TCOP) Permit for the event. To date they have not applied for a permit.

We will inform the licensee that a permit is required, that application is routed to Alderman Perez for approval, denial, or modification.

In addition to the TCOP requirement, a Special Event Permit is required if the extension area encroaches on the right of way and a noise variance is required for noise exceeding the noise variance. According to Pop's event calendar it does not appear that the event will take place on the right of way.

If the event takes place without a permit, exceeds the permit parameters, or results in citations the Licenses Committee may discipline the Class B Tavern and Public Entertainment Premises licenses.

Best regards,

Jim Cooney  
License Division Manager

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**From:**

**Sent:** Thursday, May 28, 2026 8:32:19 AM

**To:** Perez, Jose <JoseG.Perez@milwaukee.gov>

**Cc:** Murillo, Maribel <Maribel.Murillo@milwaukee.gov>

**Subject:** URGENT: No response from DPW regarding Pop Bar permit

Dear Alderperson Pérez,

REDACTED  
BY  


I am following up on the formal objection I shared with your office on April 30th regarding the special event permit application for Pop Bar (124 W National Ave).

The proposed outdoor dance party is scheduled for next weekend, June 4–7, 2026. To date, I have received absolutely no update, acknowledgment, or response from the Department of Public Works. Meanwhile, Pop Bar is actively and aggressively advertising this multi-day outdoor event on the corner of 2nd and National.

Given that this exact event resulted in a formal guilty finding for Excessive Noise last year (Citation #06815JN015), the City has actual knowledge that a repeat public nuisance is a foreseeable certainty.

Allowing the Department of Public Works to remain silent while a repeat offender moves forward with a known, unlawful neighborhood disturbance is unacceptable. Our neighborhood deserves transparency and proactive enforcement of MCO § 105-55.5(c-5).

Can your office please interface with DPW immediately to determine if this permit has been denied, or if strict, enforceable restrictions are being placed on this operator?

Respectfully,

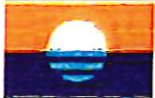
## Castro, Samuel

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**From:** Milano, Marissa  
**Sent:** Wednesday, May 13, 2026 1:28 PM  
**To:** Castro, Samuel  
**Cc:** Cooney, Jim; Lopez, Faviola  
**Subject:** FW: Concerns regarding Pop Bar (124 W National Ave)

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

**From:** Murillo, Maribel <Maribel.Murillo@milwaukee.gov>  
**Sent:** Wednesday, May 13, 2026 1:07 PM  
**To:** I  
**Cc:** dpwmilw <dpwmilw@milwaukee.gov>; Perez, Jose <JoseG.Perez@milwaukee.gov>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Milano, Marissa <ldcoord@milwaukee.gov>; Lopez, Faviola <Faviola.Martin@milwaukee.gov>  
**Subject:** Re: Concerns regarding Pop Bar (124 W National Ave)

Thank you for reaching out to the office of President Pérez and sharing your concerns regarding the special event proposed for 124 W National Ave.

I want to acknowledge that President Pérez has added his objection to the file for this location.

Please feel free to contact our office if you have any additional questions or concerns.

Best regards,

*Maribel S. Murillo*  
Legislative Assistant to  
Common Council President  
José G. Pérez 12<sup>th</sup> District Alderman  
[Maribel.Murillo@Milwaukee.Gov](mailto:Maribel.Murillo@Milwaukee.Gov)  
414-286-2861 Office 414-708-3621 Work Cell

REDACTED  
BY  
RC

Please consider using our [Click for Action](#)

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From: I  
Sent: Monday, May 11, 2026 12:02 PM  
To: Perez, Jose <[JoseG.Perez@milwaukee.gov](mailto:JoseG.Perez@milwaukee.gov)>  
Cc: dpwmlw <[dpwmlw@milwaukee.gov](mailto:dpwmlw@milwaukee.gov)>  
Subject: Concerns regarding Pop Bar (124 W National Ave)

You don't often get email from

Dear Alderperson Pérez,

I am a resident of Walker's Point, and I have lived in Walker's Point for over a decade. I'm writing to you today because I'm concerned about the upcoming special event on the corner of 2nd and National for Pop Bar's Pride weekend in June.

While I enjoy living in such a vibrant, diverse neighborhood and fully support the spirit of Pride, the outdoor events at Pop Bar have unfortunately become a major source of stress for those of us living nearby. Over the last two years, the noise levels have been so extreme that we can't escape the sound even with our windows tightly shut. It's not just "city noise"—it is house-shaking bass and music that has kept me awake until 2:00 in the morning.

What makes this especially frustrating is that I've tried to handle this as a good neighbor. I've reached out to the owner directly in the past, and while he offered plenty of assurances that the volume would be managed and the music would end before it got too late, those promises were broken every single night of the event. It's disheartening to feel that our quality of life is being ignored for the sake of a three-day dance party.

I'm asking for your help in protecting the peace and quiet of our residential streets. I believe that being a local business should come with a responsibility to respect the people who live next door.

I strongly oppose the issuance of any permits for this event given the track record of the last two years.

Regards,

REDACTED  
BY  
RC

## Richardson, Tonja

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**From:** Cooney, Jim  
**Sent:** Friday, May 29, 2026 8:12 AM  
**To:** Richardson, Tonja  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** FW: URGENT: No response from DPW regarding Pop Bar permit

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Please add.

Jim Cooney, CPM  
License Division Manager  
City Clerk-License Division  
200 E Wells St #105  
414-286-2238  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)  
[Take our Survey!](#)



REDACTED  
BY RC

**From:** .....  
**Sent:** Thursday, May 28, 2026 10:46 AM  
**To:** Cooney, Jim <Jim.Cooney@milwaukee.gov>  
**Cc:** Perez, Jose <JoseG.Perez@milwaukee.gov>; Murillo, Maribel <Maribel.Murillo@milwaukee.gov>  
**Subject:** Re: URGENT: No response from DPW regarding Pop Bar permit

Dear Mr. Cooney,

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Given that the event is exactly one week away and actively being marketed to the public as an outdoor festival taking over the parking lot at S. 2nd Street and W. National Avenue, it is clear the licensee, Marcus Wise, intends to operate this massive outdoor commercial footprint entirely without the required municipal permits.

While I appreciate that the Licenses Committee can discipline their Class B and Public Entertainment licenses after the fact, the residents of Walker's Point should not be forced to endure four days of an illegal, foreseeable public nuisance before the city takes action. Mr. Wise was found guilty of violating the city noise ordinance at this exact event last year (MCO § 80-63-1, Citation #06815JN015) and has repeatedly proven he cannot be trusted to self-regulate.

Since the License Division is now notifying the licensee that an application is required—and that it will be routed to Alderperson Pérez for approval or denial—I am stating my baseline position immediately: **I am adamantly opposed to the issuance or approval of any last-minute TCOP, special permit, or noise variance for this event.** Many other affected stakeholders in the immediate area share these exact concerns.

If Mr. Wise ignores your warning and proceeds to set up fencing, staging, bars, or outdoor speakers next week without an approved TCOP, I respectfully ask that the License Division coordinate with the Department of Neighborhood Services (DNS) and the Milwaukee Police Department for immediate, proactive enforcement on day one, rather than waiting for follow-up disciplinary hearings.

Thank you for your diligence in protecting our neighborhood's livability.

Respectfully,

REDACTED  
BY  
RC

On May 28, 2026, at 10:29 AM, Cooney, Jim <[Jim.Cooney@milwaukee.gov](mailto:Jim.Cooney@milwaukee.gov)> wrote:

Alderman Perez forwarded the email below.

Pop's Class B Tavern and Public Entertainment Premises licenses do not include any outdoor areas. If Pop were to extend their premises outdoors, they need a Temporary Change of Plan (TCOP) Permit for the event. To date they have not applied for a permit.

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Best regards,

Jim Cooney  
License Division Manager

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**From:**  
**Sent:** Thursday, May 28, 2026 8:32:19 AM  
**To:** Perez, Jose <[JoseG.Perez@milwaukee.gov](mailto:JoseG.Perez@milwaukee.gov)>  
**Cc:** Murillo, Maribel <[Maribel.Murillo@milwaukee.gov](mailto:Maribel.Murillo@milwaukee.gov)>  
**Subject:** URGENT: No response from DPW regarding Pop Bar permit

REDACTED  
BY  
RC

Dear Alderperson Pérez,

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The proposed outdoor dance party is scheduled for next weekend, June 4–7, 2026. To date, I have received absolutely no update, acknowledgment, or response from the Department of Public Works. Meanwhile, Pop Bar is actively and aggressively advertising this multi-day outdoor event on the corner of 2nd and National.

Given that this exact event resulted in a formal guilty finding for Excessive Noise last year (Citation #06815JN015), the City has actual knowledge that a repeat public nuisance is a foreseeable certainty.

Allowing the Department of Public Works to remain silent while a repeat offender moves forward with a known, unlawful neighborhood disturbance is unacceptable. Our neighborhood deserves transparency and proactive enforcement of MCO § 105-55.5(c-5).

Can your office please interface with DPW immediately to determine if this permit has been denied, or if strict, enforceable restrictions are being placed on this operator?

Respectfully,

**REDACTED**  
RC

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements.

Collins, Rolanda

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**From:** License  
**Sent:** Thursday, June 4, 2026 9:54 AM  
**To:** Collins, Rolanda  
**Subject:** FW: Strict Maintenance of Objection — Noise Variance NV\_PMT-26-121 (Pop Bar)  
**Attachments:** 2025-05-31\_Pop-Bar-Owner-Noise-Commitments.pdf; 2025-06-07\_Ignored-Noise-Complaint-Text-to-Owner.pdf; 2025-06-11\_Formal-Letter-to-Marcus-Wise.pdf

**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](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

REDACTED  
RC

**From:**  
**Sent:** Thursday, June 4, 2026 7:53 AM  
**To:** Perez, Jose <JoseG.Perez@milwaukee.gov>  
**Cc:** Murillo, Maribel <Maribel.Murillo@milwaukee.gov>; DNSGeneral <DNSGeneral@milwaukee.gov>; License <LICENSE@milwaukee.gov>  
**Subject:** Fwd: Strict Maintenance of Objection — Noise Variance NV\_PMT-26-121 (Pop Bar)

Dear Alderperson Pérez,

I am forwarding my response to Pop Bar management below, along with the documented communications from last year's event. This attached documentation demonstrates, in the strongest possible terms, why I am strictly maintaining my absolute **opposition** to the approval of Temporary Noise Variance application **NV\_PMT-26-121**, submitted by Pop MKE, LLC (Pop Bar) at 124 W National Ave for their event scheduled for June 5–7, 2026.

I, I am providing this documentation so your office can see exactly why this establishment's historical non-compliance fails to meet the conditional criteria for a discretionary noise exemption under MCO § 80-66, as their operations consistently result in an unmitigated public nuisance under MCO § 80-63:

- **Failure to Implement Promised Noise-Mitigation Safeguards:** On May 31, 2025, Pop Bar explicitly committed in writing to specific operational controls to minimize neighborhood impact, including capping outdoor decibel levels, reducing low-end bass frequencies after 10:00 p.m., and strictly observing shutdown times. None of these safeguards were implemented.
- **Failure to Maintain Operational Control and Low Noise Levels:** When the outdoor amplification became an intolerable disturbance on Saturday night, June 7, 2025, I utilized Pop Bar's designated point of contact to request that the event be brought into compliance. Pop Bar failed to execute any real-time adjustments or maintain the lowest practical noise level as expected of a conditional variance holder.
- **Disregard for Community Feedback:** On June 11, 2025, I sent a formal written notice to Pop Bar detailing the severe residential disruptions and clarifying that future discretionary permits would be opposed due to their bad-faith operations. Management failed to respond or engage in any remedial action to rectify their impact on the surrounding community.
- **Adjudicated Violation of Municipal Noise Standards:** Since Pop Bar refused to mitigate the disturbance, law enforcement intervention was required. Pop Bar was subsequently issued a formal municipal citation for Excessive Noise Prohibited (MCO § 80-63-1), entered a "No Contest" plea, and was found guilty (Citation #06815JN015), legally establishing that this event constitutes a recurring public nuisance.

Pride in Walker's Point has ceased being a localized celebration of diversity—it's a recurring yearly noise nuisance that deprives hundreds of residents the peaceful enjoyment of their homes. I ask that you protect your constituents, respect the established record of non-compliance, and **deny approval** for noise variance application NV\_PMT-26-121.

Begin forwarded message:

From:  
 Date: June 4, 2026 at 7:22:24 AM CDT  
 To:  
 Subject: Re: Question about pride weekend at POP

Dear

REDACTED  
 BY  
 KC

Thank you for reaching out. I appreciate the professional and polite tone of your letter, and I understand that you are new to your position as event manager at Pop Bar. However, I cannot accommodate your request to withdraw my formal objection to temporary noise variance application NV\_PMT-26-121.

While I respect your personal effort to establish a line of communication, the reality is that the neighborhood has heard these exact assurances before. Pop Bar management has an established track record of making explicit commitments regarding this event and systematically failing to honor them.

To provide some context, I engaged in a constructive dialogue with owner [redacted] prior to last year's event. In an email dated May 31, 2025, he committed to reducing outdoor decibel levels, mitigating low-end bass after 10:00 p.m., and strictly adhering to cutoff times.

None of those promises were kept. When the noise became excessive on Saturday, June 7, 2025, my direct text to [redacted] pointing out the violation was completely ignored. Following the event, on June 11, 2025, I mailed a formal letter directly to Marcus expressing my severe disappointment, detailing how the event violated city ordinances, and warning him that his disregard for his neighbors would result in formal opposition to future permits. Pop Bar management never responded to that letter.

The neighborhood was ultimately forced to involve law enforcement, resulting in Pop Bar being issued a formal municipal citation for Excessive Noise Prohibited (MCO § 80-63-1).

The concessions you are offering today—direct contact numbers and promises of immediate responses—are identical to the ones offered, broken, and subsequently ignored by upper management last year. While your personal intentions may be sincere, upper management has proven

that they cannot be trusted to maintain control over this event or respect the community.

For the past two years, this event has not been experienced by the neighborhood as a celebration of diversity, but rather as a commercial noise nuisance that deprives local residents of the peaceful enjoyment of their homes. Since past history dictates that a recurring public nuisance is a foreseeable certainty under Pop Bar's current ownership, my formal objection stands and will not be withdrawn.

On Jun 4, 2026, at 12:39 AM,  
wrote:

REDACTED  
RC

Dear

I'm reaching out to you with an inquiry that is pertinent as both a neighbor and a passionate community member.

First, I want to introduce myself. M

I called and left a voicemail

for you on Wednesday, 6/3.

I'm aware that there have been concerns about noise levels in years prior, and I sincerely apologize for any past disturbances or miscommunication. I'm reaching out because we want to be as responsible as possible this weekend, while still hosting an incredibly meaningful celebration of culture and community.

My question for you: what would you need from POP to feel comfortable withdrawing your objection to the temporary outdoor permit?

Full disclosure, I am new to this position as a \_\_\_\_\_, and I want to rectify any former issues. My hope is that all neighbors can feel comfortable, while we are able to host a conscientious special event.

We are willing to make concessions in writing to ensure a respectful weekend for you and our business. Those would include:

- No outdoor speakers after an agreed time

- My direct phone number for any contact at any time
- Immediate response to any noise issue

We are ready and willing to send these written concessions to Licensing immediately, as long as you would be so incredibly kind as to withdraw your objection in a timely manner ahead of this weekend.

I completely understand that you do not owe us any favors; however, I would be remiss if I didn't attempt to repair your perception of our small, yet beloved, local business.

Please do not hesitate to give me a call with any questions, concerns, or comments pertaining to this request.

I truly look forward to working with you towards a brighter, more positive future in Walker's Point.

Thank you very much for your consideration,

REDACTED  
BY  
RC

From: .....  
Subject: Re: Concerns about Pop Pride 2025  
Date: May 31, 2025 at 1:33:19 PM  
To: ..... n

---

Thank you so much for your response—and for being willing to work toward a thoughtful solution. I really appreciate the adjustments you're making, especially lowering the decibel level, scaling back bass frequencies after 10 p.m., and personally ensuring that the agreed-upon times are followed. That all goes a long way.

I'm glad we could have this conversation in advance, and I share your hope that this year's event strikes the right balance for everyone. I'm sure many neighbors will be grateful for your efforts to keep things respectful while still celebrating.

On May 31, 2025, at 12:21PM, Marcus Wise

< ..... > wrote:

Hi

I don't mind a fair negotiation! Haha

I will say- our speakers were directed straight up National so that makes a lot of sense.

REDACTED  
BY  
RC

I will reduce the decibel level to be below 55-50. We will make sure that our agreed upon times are adhered to by myself and upper management directly. I will work with my sound person to mitigate low-end bass outdoors after 10p, and likely just in general a bit more. Again, feel free to reach out with anything else- I hope we can strike a good balance for everyone! We hope to be a positive influence for the neighborhood for years to come. I live in the neighborhood too!

Thank you for giving us the opportunity for this to be a conversation in advance!

REDACTED  
BY  
RC

From:  
Subject: Re: Concerns about Pop Pride 2025  
Date: May 31, 2025 at 12:21:04 PM  
To: -

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Hi

I don't mind a fair negotiation! Haha

I will say- our speakers were directed straight up National so that makes a lot of sense.

I will reduce the decibel level to be below 55-50. We will make sure that our agreed upon times are adhered to by myself and upper management directly. I will work with my sound person to mitigate low-end bass outdoors after 10p, and likely just in general a bit more. Again, feel free to reach out with anything else- I hope we can strike a good balance for everyone! We hope to be a positive influence for the neighborhood for years to come. I live in the neighborhood too!

Thank you for giving us the opportunity for this to be a conversation in advance!



REDACTED  
BY RC

On May 31, 2025, at 10:00 AM,

> wrote:

Thank you for your thoughtful and detailed response. I appreciate your openness to dialogue and the steps you've outlined to better manage sound during this year's event.

That said, I remain concerned that the proposed 65 decibel cap for outdoor music—particularly after midnight—exceeds the limits typically allowed under City of Milwaukee ordinances for residential areas at night. Even with a noise variance permit, the ordinance requires that "...precautions are taken to maintain the noises produced at the lowest practical level."

and last year the music—particularly the low-frequency bass—was clearly and consistently audible well into the night. As you likely know, bass frequencies carry much farther than mid- or high-range sound, especially in low ambient noise conditions after dark.

I appreciate your mention of aiming speakers downward, and I agree that this can help reduce how far mid- and high-frequency sound travels. However, on its own, it is unlikely to meaningfully reduce the disturbance from a bass-heavy outdoor event at night.

REDACTED

Additional precautions would go a long way toward ensuring a better balance between celebration and neighborhood impact. I respectfully ask that you consider:

- Reducing the decibel cap after midnight to closer to residential limits (e.g., 50–55 dB).
- Significantly reducing or eliminating sub-bass frequencies after 10 p.m., since these carry the farthest.
- Maintaining strict enforcement of music shutoff times.
- Using directional speakers or other techniques to contain the sound footprint, where possible.

Again, I do appreciate your willingness to share a direct contact number and engage with neighbors. I'm hopeful that with a few extra steps, this year's event can be both successful and respectful to the surrounding community.

On May 28, 2025, at 6:53 PM, Marcus Wise

wrote:

Hello

REDACTED  
BY [signature]

Thank you for reaching out and sharing your concerns and for helping to open a dialogue. We never wish to be a nuisance to our neighbors!

It was brought to my attention, much after the fact that there was a night when the outdoor music was left on outside while people were cleaning. This being only our second year doing this we have definitely taken note of some things like this that definitely need to and will be more tightly controlled.

First, you can expect that any outdoor music will be turned down significantly no later than 10 pm on Thursday and Sunday and shut off completely outside by midnight- and starting at midnight on Friday and Saturday, at which time music will be kept below 65 decibels. We have purchased a decibel-meter for just this reason. At a minimum of 30 minutes before closing time, we will be certain that all outdoor music is shut off completely. We also have overnight police (off-duty) security to clear the lot and make sure that we are keeping this in mind.

Additionally, we have learned that facing speakers downward and away, can reduce how far the sound carries. If you'd like let us know in which direction you live from where our building sits, we can do more to be cognizant of facing away from your direction.

Beyond that, I guess I would ask just a little extra patience as this is indeed our one and only event that we do outdoors, and don't event

REDACTED  
BY [signature]

have outdoor speakers the rest of the year in the way that a number of our neighbors do and make heavy regular use of.

Lastly- I'd like to offer you our number \_\_\_\_\_ which you can actually send text messages to that will go directly to me, so if somethings does happen that feels out of keeping with what I have expressed above, I'll be sure to see to it to do what I can to mitigate any further problems.

Beyond that, I'd be happy to offer you a \$50 gift card, if you'd like, to use any time on food or drinks as a thank you for being patient with us on this once-yearly major celebration for us and our community.

Please don't hesitate to reach out if you have any more questions!

On May 27, 2025, at 2:09PM,

< \_\_\_\_\_ > wrote:

REDACTED  
BY [signature]

I'm writing as a nearby resident regarding Pop Bar's planned Pop Pride 2025 outdoor dance party scheduled for June 5-8. My

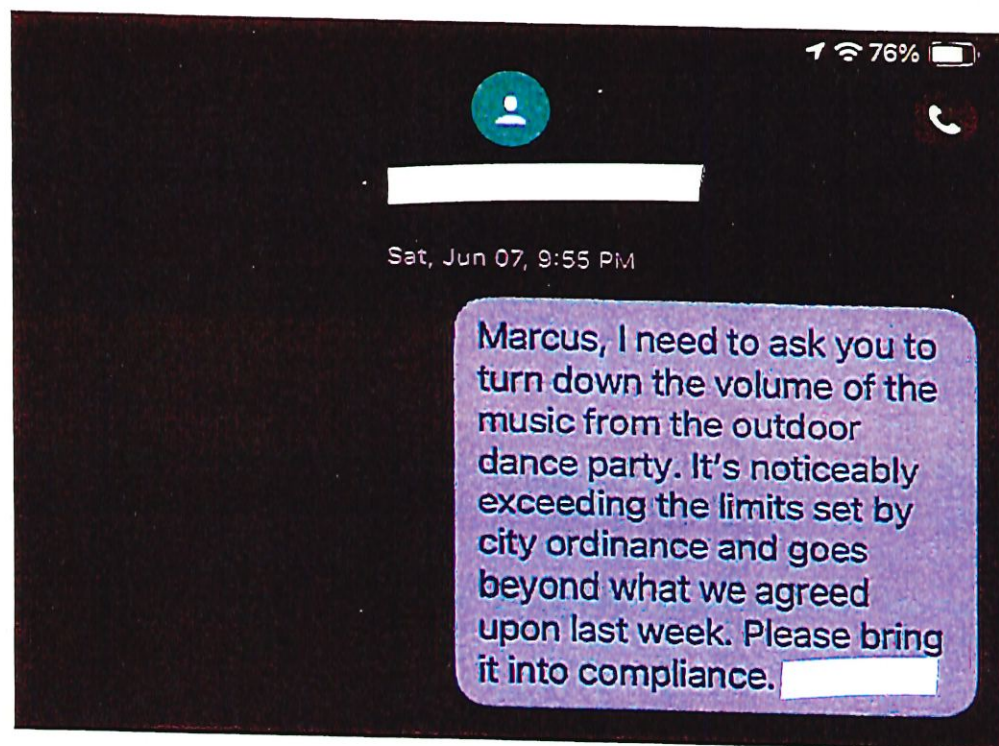
understanding is that the event will run until 2:00 a.m. or later each night.

Given the excessive noise from last year's event—which was clearly audible several blocks away and caused a significant disruption to the neighborhood—I'd like to understand what specific steps you and your team are taking this year to prevent a repeat of that issue.

I appreciate your attention to this and hope that you will take meaningful action to be a good neighbor during Pop Pride 2025.

Sincerely,

REDACTED  
BY [signature]



REDACTED  
BY KC

June 11, 2025

e

Pop Bar  
124 W National Ave  
Milwaukee, WI 53204

Subject: Failure to Honor Noise Commitments During Pop Pride 2025

Dear

I'm writing to express my disappointment in your failure to honor the commitments you made ahead of Pop Bar's Pop Pride 2025 outdoor event. Despite your emailed assurances dated May 31, 2025 that music would be limited to a lower volume, bass frequencies scaled back after 10 p.m., and shutdown times strictly observed, those promises were not kept. The music created a nuisance several blocks away—particularly on Saturday night—well past the agreed timeframe. Worse, when I reached out to you during the event to ask that you follow through on your own commitments, my text message was ignored and no corrective action was taken.

I have since confirmed with Alderperson Pérez's office that Pop Bar did not obtain a noise variance permit for this event. Without such a permit, your establishment was legally obligated to comply with the City of Milwaukee's standard noise ordinance limits as outlined in Milwaukee Code of Ordinances §§ 80-63 and 80-64. These ordinances prohibit any loud, excessive, or unusual noise that unreasonably disturbs the comfort, quiet, or repose of nearby residents and set specific decibel limits based on zoning. The noise generated by your event clearly and

REDACTED  
BY [signature]

repeatedly exceeded those limits across all four nights, in direct violation of the law.

Your failure to keep your word—and your disregard for both city law and your neighbors—demonstrates that Pop Bar is not acting as a responsible or respectful member of this community. You said you hoped to “strike a good balance for everyone” and be a “positive influence” in the neighborhood. Unfortunately, your actions show the opposite.

Accordingly, I will be opposing Pop Bar’s license renewal and will be encouraging other neighbors to do the same. If you wish to continue operating in a mixed-use neighborhood, then you must demonstrate a good-faith commitment to being a good neighbor. To date, you have not.

Sincerely,

CC: Ald. Jose Perez

REDACTED  
BY  
RC

From: Diener, Matthew [mdiene@milwaukee.gov](mailto:mdiene@milwaukee.gov)  
Subject: Re: Letter to Chief's Office  
Date: Jun 17, 2025 at 8:52:17 AM  
To:  
Cc: Carr, Kelly [kcarr@milwaukee.gov](mailto:kcarr@milwaukee.gov), Vodicka, Kevin  
[kvodic@milwaukee.gov](mailto:kvodic@milwaukee.gov)

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My partner, Officer Vodicka, just left you a voicemail regarding the noise complaint at Pop. We'd be more than happy to issue a citation based on your observation, if you'd be willing to be a complainant (which I believe you stated in your letter that you and Mr. Hanson would be willing to). You wrote a very detailed email with all the pertinent information necessary for an Excessive Noise citation, we would just need to get some more info from you to be the complainant (for court purposes). Please give us a call back at [414-935-7763](tel:414-935-7763) (office) or [414-935-7222](tel:414-935-7222) (District 2's main office).

PO Matthew Diener  
District 2 Community Partnership Unit Days  
Milwaukee Police Department  
[\(414\) 935-7763](tel:414-935-7763)  
[mdiene@milwaukee.gov](mailto:mdiene@milwaukee.gov)

REDACTED  
BY  
KC

---

**From:** Carr, Kelly <[kcarr@milwaukee.gov](mailto:kcarr@milwaukee.gov)>  
**Sent:** Monday, June 16, 2025 12:59 PM  
**To:** Diener, Matthew <[mdiene@milwaukee.gov](mailto:mdiene@milwaukee.gov)>; Vodicka, Kevin <[kvodic@milwaukee.gov](mailto:kvodic@milwaukee.gov)>  
**Subject:** Letter to Chief's Office

Good afternoon!

I just received the attached in the mail from a citizen with a noise complaint. I dropped the original in inter-office mail.

Thanks for all you do,

Kelly

Kelly J. Carr  
Administrative Assistant

Office of the Chief  
Milwaukee Police Department  
Police Administration Building | 749 W. State St. 53233  
[\(414\) 935-7204](tel:(414)935-7204)  
[Kcarr@milwaukee.gov](mailto:Kcarr@milwaukee.gov)

The City of Milwaukee is subject to Wisconsin Statutes related to public records. Unless otherwise exempted from the public records law, senders and receivers of City of Milwaukee e-mail should presume that e-mail is subject to release upon request, and is subject to state records retention requirements.

REDACTED  
BY  
RC

From: [REDACTED]  
Subject: Opposed to Pop MKE License Renewal  
Date: Aug 27, 2025 at 7:01:07 AM  
To: Jose Perez JoseG.Perez@milwaukee.gov  
Cc: Maribel Murillo Maribel.Murillo@milwaukee.gov, Yadira  
Melendez Yadira.Melendez@milwaukee.gov

REDACTED  
BY RC

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Dear Alderperson Perez,

I am writing to once again express my **strong opposition** to the renewal of Pop Bar's Class B Tavern, Public Entertainment Premises, and Food Dealer licenses.

As you know, this is not a new concern. On September 8, 2024, I wrote to you following Pop Bar's outdoor dance party in June 2024, which generated extreme noise well past 2:00 a.m. and was clearly audible from inside my residence over a block away. At that time, I asked that their license renewal be carefully scrutinized.

Despite these concerns, their license was renewed. In my follow-up letter on September 11, 2024, I expressed disappointment that the Committee relied on Pop Bar's assurances that they would self-police and invest in noise control. I noted then that these promises were inadequate and unenforceable.

Events since have proven this correct. In June 2025, Pop Bar once again hosted a four-day outdoor event, "Pop Pride 2025," featuring amplified music until 2:30 a.m. Despite my direct outreach to the owner, Marcus Wise, on May 31, 2025, and his

REDACTED  
BY PC

personal promises to limit volume, adjust bass after 10 p.m., and strictly observe time limits, those promises were ignored. During the event itself, when I asked him to honor his commitments, my messages were disregarded.

What's worse, your office later confirmed that no noise variance was obtained for this event. Pop Bar was therefore obligated to comply with existing noise ordinances — which they blatantly violated. The establishment has since been issued a citation for violating Milwaukee Ordinance 80-63-1 (Excessive Noise Prohibited), and entered a no contest plea.

This pattern of behavior shows clearly that Pop Bar cannot be trusted to self-regulate. For two consecutive years, they have promised to mitigate noise and then failed to do so. Their disregard for city ordinances, neighborhood residents, and even their own word demonstrates they are not acting as responsible operators.

The licensing process exists to ensure that businesses contribute positively to the community. Pop Bar has done the opposite. I urge you and the Licenses Committee to deny the renewal of their licenses. At minimum, strict enforceable conditions must be

imposed to address noise, operating hours, and oversight.

\_\_\_\_\_ deserve peace and respect in our  
own homes. Pop Bar has repeatedly proven it is unwilling to  
provide that.

Sincerely,  
\_\_\_\_\_

REDACTED  
BY  
RC

June 11, 2025

Alderman José G. Pérez  
Milwaukee Common Council  
City Hall, 200 E Wells St  
Milwaukee, WI 53202

REDACTED  
BY  
RC

Subject: Pop Bar - Repeated Noise Violations and Enforcement Failures

Dear Alderman Pérez,

I am writing as a long-time resident of \_\_\_\_\_ to express my serious concerns about the growing nuisance caused by Pop Bar (124 W National Ave) and other nightlife-oriented businesses, especially around events like PrideFest and the Pride Parade. \_\_\_\_\_ have lived in this neighborhood for over ten years, and the noise issues have only gotten worse—particularly from outdoor events that show little regard for residents who call this area home.

Pop Bar's recent four-day outdoor dance party during Pop Pride 2025 (June 5-8) was a flagrant example of this ongoing problem. While the bar may have had a special event permit, your office confirmed that it did not apply for or receive a noise variance. As such, it was obligated to comply with the city's existing noise ordinances, which it clearly did not. Excessive amplified music continued well into the night, in direct violation of Milwaukee Code §§ 80-63 through 80-66.

What's especially troubling is that this behavior seems rooted in a misguided belief among many business owners that a special event permit gives them free rein to ignore noise limits and disrupt the

community as late and as loudly as they like. This is not only false, but incredibly disrespectful to the people who actually live here year-round.

Equally disturbing is the lack of enforcement. Milwaukee noise ordinances rely on the Milwaukee Police Department for action, but in practice, noise complaints are routinely ignored. Residents are left with no recourse while quality of life is eroded by irresponsible business owners who rarely, if ever, live in the communities they impact.

I also want to note that I proactively contacted Pop Bar owner Marcus Wise well before the event. He made several promises—including volume limits, placement adjustments, bass control after 10 p.m., and a personal guarantee to adhere to all time constraints. Those promises were not honored, and when I reached out during the event, I was ignored. That kind of disregard makes clear that Pop Bar cannot be trusted to self-regulate or operate in good faith.

I urge your office to:

1. Oppose the renewal of Pop Bar's licenses and encourage the Licenses Committee to do the same.
2. Review the permitting process so that amplified-sound events must show an approved noise-variance permit before a special-event permit is issued.
3. Consider creating or assigning a civilian enforcement mechanism (such as Department of Neighborhood Services) empowered to issue citations when police decline to respond.

Pride should celebrate inclusion—not create a public nuisance. Pop Bar has once again proven itself to be a bad neighbor, and residents deserve better.

Sincerely,

REDACTED  
BY  
RC

**Cox, Andrew**

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**From:** License  
**Sent:** Friday, October 10, 2025 11:20 AM  
**To:** Cox, Andrew  
**Subject:** FW: Formal Complaint – Pop Bar License Renewal Ignored Resident Objections  
**Attachments:** PopBar\_Objection\_Letter\_June11\_2025.pdf.pdf; PopBar\_Objection\_Email\_Aug27\_2025.pdf.pdf; PopBar\_MPD\_Response\_Citation\_20250617.pdf.pdf

Please add objection

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



[Take Our Survey!](#)

REDACTED  
BY  
RC

**From**  
**Sent:** Friday, October 10, 2025 9:59 AM  
**To:** License <LICENSE@milwaukee.gov>; Zamarripa, JoCasta <JoCasta@milwaukee.gov>; Westmoreland, Lamont <Lamont.Westmoreland@milwaukee.gov>; Spiker, Scott <Scott.Spiker@milwaukee.gov>; Pratt, Andrea <Andrea.Pratt@milwaukee.gov>; Burgelis, Peter <Peter.Burgelis@milwaukee.gov>  
**Cc:** Mayor <mayor@milwaukee.gov>  
**Subject:** Formal Complaint – Pop Bar License Renewal Ignored Resident Objections

Dear City Clerk and Members of the Licensing Committee,

I am submitting this formal complaint regarding the recent license renewal for **POP MKE, LLC (“Pop Bar”)** at **124 W. National Ave.**

I have actively opposed this license renewal and the business’s ongoing nuisance behavior:

- On **June 11, 2025**, I sent a **letter via postal mail** to Alderman Jose Perez objecting to the license renewal, citing repeated noise disturbances despite promises from the owner to address them.
- On **August 27, 2025**, I sent a **follow-up email** reiterating my objection and emphasizing the ongoing nuisance and a documented citation for violating **Milwaukee Ordinance 80-63-1 (Excessive Noise Prohibited)**.

Despite these timely and documented objections, I **received no notice of the public hearing**, either by mail or posted notice at the premises. As a resident who submitted formal objections, I expected to be informed of the hearing and given the opportunity to be heard. The failure to notify me prevented me from exercising my right to participate in the review process and raises serious concerns about whether my objections were properly considered.

I respectfully request that the City:

1. **Investigate** whether proper procedures for considering resident objections were followed for this license renewal.
2. **Review the renewal process** to ensure that objections from residents citing repeated ordinance violations are properly considered in future license renewals.
3. **Take corrective action** if it is determined that resident objections, including mine, were ignored.

Attached are copies of my June and August 2025 communications and documentation of noise violations by Pop Bar. I urge the City to review this matter thoroughly to ensure fair treatment of residents and adherence to proper procedural standards.

REDACTED  
BY  
RC



Wednesday, July 08, 2026



# Notice of Public Hearing

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WISE, Marcus L, Agent  
POP at 124 W NATIONAL Av  
Permanent Extension of Premise License Application for Alcohol and Food

**Tuesday, July 21, 2026 at 1:25 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 1:25 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](mailto: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.

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## 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 | 122A W NATIONAL AVE | MILWAUKEE, WI 53204-1807 |
| CURRENT OCCUPANT | 124A W NATIONAL AVE | MILWAUKEE, WI 53204-1807 |
| CURRENT OCCUPANT | 646 S 2ND ST# 1     | MILWAUKEE, WI 53204-1615 |
| CURRENT OCCUPANT | 702 S 2ND ST        | MILWAUKEE, WI 53204-1803 |
| CURRENT OCCUPANT | 703 S 2ND ST# A     | MILWAUKEE, WI 53204-1867 |
| CURRENT OCCUPANT | 703 S 2ND ST# B     | MILWAUKEE, WI 53204-1867 |
| CURRENT OCCUPANT | 703 S 2ND ST# C     | MILWAUKEE, WI 53204-1867 |
| CURRENT OCCUPANT | 703 S 2ND ST# D     | MILWAUKEE, WI 53204-1867 |
| CURRENT OCCUPANT | 703 S 2ND ST# E     | MILWAUKEE, WI 53204-1875 |
| CURRENT OCCUPANT | 703 S 2ND ST# F     | MILWAUKEE, WI 53204-1875 |
| CURRENT OCCUPANT | 703 S 2ND ST# G     | MILWAUKEE, WI 53204-1875 |
| CURRENT OCCUPANT | 703 S 2ND ST# H     | MILWAUKEE, WI 53204-1875 |
| CURRENT OCCUPANT | 710 S 3RD ST# 101   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 102   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 103   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 104   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 105   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 106   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 107   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 108   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 109   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 110   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 111   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 112   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 113   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 114   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 115   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 116   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 201   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 202   | MILWAUKEE, WI 53204-1865 |
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| CURRENT OCCUPANT | 710 S 3RD ST# 216   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 217   | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 301   | MILWAUKEE, WI 53204-1865 |

|                  |                   |                          |
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| CURRENT OCCUPANT | 710 S 3RD ST# 302 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 303 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 304 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 305 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 306 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 307 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 308 | MILWAUKEE, WI 53204-1865 |
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| CURRENT OCCUPANT | 710 S 3RD ST# 310 | MILWAUKEE, WI 53204-1865 |
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| CURRENT OCCUPANT | 710 S 3RD ST# 316 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 710 S 3RD ST# 317 | MILWAUKEE, WI 53204-1865 |
| CURRENT OCCUPANT | 714 S 2ND ST# 1   | MILWAUKEE, WI 53204-1882 |
| CURRENT OCCUPANT | 714 S 2ND ST# 2   | MILWAUKEE, WI 53204-1882 |
| CURRENT OCCUPANT | 714 S 2ND ST# 3   | MILWAUKEE, WI 53204-1882 |
| CURRENT OCCUPANT | 714 S 2ND ST# 4   | MILWAUKEE, WI 53204-1882 |
| CURRENT OCCUPANT | 737 S 2ND ST      | MILWAUKEE, WI 53204-1804 |
| CURRENT OCCUPANT | 739 S 2ND ST      | MILWAUKEE, WI 53204-1804 |
| CURRENT OCCUPANT | 802 S 2ND ST      | MILWAUKEE, WI 53204-1821 |
| CURRENT OCCUPANT | 803 S 2ND ST      | MILWAUKEE, WI 53204-1822 |
| CURRENT OCCUPANT | 811 S 1ST ST      | MILWAUKEE, WI 53204-1816 |
| CURRENT OCCUPANT | 811 S 2ND ST      | MILWAUKEE, WI 53204-1822 |
| CURRENT OCCUPANT | 812 S 2ND ST      | MILWAUKEE, WI 53204-1821 |
| CURRENT OCCUPANT | 812 S 2ND ST# A   | MILWAUKEE, WI 53204-1821 |

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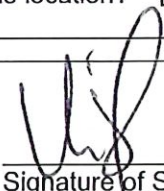
Total Records: 74

Radius 250 feet and Center of the Circle: 124 W National Av



# PERMANENT EXTENSION OF PREMISES APPLICATION FOOD AND ALCOHOL BEVERAGE ESTABLISHMENTS

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](mailto:LICENSE@MILWAUKEE.GOV)

|                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Section A                                                                                                                                                                       | Date of Application: <u>06/05/26</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Aldermanic District: <u>12</u>                    |
|                                                                                                                                                                                 | Licensee (Name of individual; partners, or agent, if Corp/LLC):<br><u>POP MVE LLC / MARCUS L. WISE</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                   |
|                                                                                                                                                                                 | Corporation or LLC Name (if applicable):<br><u>POP MVE LLC</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Business Name:<br><u>POP</u>                      |
|                                                                                                                                                                                 | Business Address (include city, state, zip):<br><u>124 W. NATIONAL AVE. MILWAUKEE WI 53204</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                   |
|                                                                                                                                                                                 | (Optional) Mailing Address (include city, state, zip):                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Business Telephone Number:<br><u>414.710.9989</u> |
| Section B                                                                                                                                                                       | This request is for the permanent extension of premises for a: <input checked="" type="checkbox"/> FOOD license <input checked="" type="checkbox"/> ALCOHOL license                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                   |
|                                                                                                                                                                                 | The Current Premises Description is: <u>FIRST FLOOR, BASEMENT, PORCH</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                   |
|                                                                                                                                                                                 | Identify the specific area(s) for which the permanent extension of premises is requested.<br>Check all that apply and list for each the relationship of the area to the premises (example: north side, front, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                   |
|                                                                                                                                                                                 | <input type="checkbox"/> Sidewalk café (public sidewalk) at the _____ side of the premises in front of the following street address(es) _____ (area must be contiguous with licensed area and under the licensee's control) (An application for a Sidewalk Dining Facility Permit must also be submitted with this application.)                                                                                                                                                                                                                                                                                                                                |                                                   |
|                                                                                                                                                                                 | <input checked="" type="checkbox"/> Patio (concrete surface) at the <u>WEST</u> side of the premises<br><input type="checkbox"/> Beer garden (soil/grass surface) at the _____ side of the premises<br><input type="checkbox"/> Deck (attached to building) at the _____ side of the premises<br><input type="checkbox"/> Addition to the: <input type="checkbox"/> 1 <sup>st</sup> floor <input type="checkbox"/> 2 <sup>nd</sup> floor <input type="checkbox"/> 3 <sup>rd</sup> floor <input type="checkbox"/> Basement <input type="checkbox"/> Other: _____<br>at the _____ side of the premises<br><input type="checkbox"/> Other: Describe area(s): _____ |                                                   |
| Section C                                                                                                                                                                       | Does extension area have an additional street address? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list address: _____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                   |
|                                                                                                                                                                                 | List all type(s) of business(es) that will operate at this location? <input checked="" type="checkbox"/> Tavern <input checked="" type="checkbox"/> Restaurant<br><input type="checkbox"/> Other: Describe: _____                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                   |
| Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign<br> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                   |

## Office Use Only:

Filed 6-8-26 Initials TR. App #s: Food 395000 PERMEXT Alcohol 394999

## Queue to:

☒ DNS (all) ☐ Approved ☐ Hold \_\_\_\_\_  
☒ HD (all food) ☐ Approved ☐ Hold \_\_\_\_\_  
☐ CC Food Only (no alcohol) ☐ Approved ☐ Denied \_\_\_\_\_

## Email to:

☐ DPW (sidewalk cafes/parklets) ☐ Approved ☐ Hold \_\_\_\_\_ ☐ Sidewalk Dining Facility Permit Issued  
 New Licenses Issued: Food \_\_\_\_\_ Initials \_\_\_\_\_ Alcohol \_\_\_\_\_ Initials \_\_\_\_\_



2ND AVE

PARKING LOT

ENTRY TO PATIO

← 100'  
PATIO 1000 FT<sup>2</sup>

TEMPORARY GAW FOR  
OUTDOOR EVENT 4' x 3'  
MOVABLE (STORED INSIDE)

PATIO  
DOORS

POD

124 W.

NATIONAL  
AVENUE

MAIN  
ENTRANCE

STREET PARKING  
NATIONAL AVE.

PREPARED BY  
MARILYN L. WILKIE  
ON JUNE 5, 2024  
FOR POM WEL  
054 POD