

Owner Gilari Cortes Reyna has filed an occupancy permit that suggests big plans are in the works for **1537 S. César E. Chávez Drive**—the current home of Don Julio’s Bar & Club.

A New Vision for a Familiar Spot

The municipal paperwork reveals an ambitious transformation for the roughly 1,295-square-foot space. The proposal calls for converting the existing tavern into a multifaceted destination, featuring a combination bar, dance club, and a dedicated sit-down restaurant.

For those familiar with the original Dulce Diabla site at 1900 W. Lincoln Ave., this news feels like a natural evolution. Since launching in April 2025, the venue has quickly become a local hotspot, known for its lively karaoke nights, high-energy DJs, and signature drinks like micheladas and cantaritos.

At this stage, questions remain: Is this a potential expansion, or is Cortes Reyna planning a full relocation? As of now, the owner has not commented on the specifics of the transition, leaving the neighborhood to speculate on what this could mean for the future of both addresses.

The Path Through City Hall

While the plans are exciting, there is still red tape to navigate. The address on César E. Chávez Drive is currently operating under an active license held by Ruben Medina-Perdomo for Don Julio’s.

For the vision to become a reality, the proposal must move through the proper channels at City Hall, including the **Licenses Committee and the Common Council**. These bodies will need to approve a transfer or the issuance of a new Class B tavern and public entertainment license. Until those approvals are granted, Don Julio’s remains the authorized operator at the site.

Why This Corner?

The building at 1537 S. César E. Chávez Dr. has remained a cornerstone of South Side nightlife for years, consistently attracting interest from entrepreneurs and property investors alike. Its visibility and history as a nightlife anchor make it a prime target for a business like Dulce Diabla, which has already proven it has the formula for drawing a crowd.

What’s Next?

For neighbors and cocktail enthusiasts, all eyes are now on the City of Milwaukee’s legislative calendar. Keep an eye on local Legistar records to see when the project hits the committee agenda.

Will we see a new, expanded version of Dulce Diabla bringing more food and dancing to the heart of the South Side? Only time—and the Common Council—will tell. Stay tuned!