



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Thursday, June 11, 2020

COMMITTEE MEETING NOTICE

AD 12

POYTINGER, Marla R, Agent  
The North/South Club, Inc  
901 E Reservoir Av

Milwaukee, WI 53212

You are requested to attend a virtual hearing to be held on:

**Tuesday, June 23, 2020 at 10:15 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications with Change of Entertainment Adding Disc Jockey and Bands and Permanent Extension of Premises and Sidewalk Dining License Applications as agent for "The North/South Club, Inc" for "North South Club" at 175 S Water St.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/828960621>. If you wish to call in, please call +1 (312) 757-3121 and use Access Code: 828-960-621.

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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: \_\_\_\_\_

Jessica Ceella  
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

**Becker, Keren**

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**From:** Celella, Jessica  
**Sent:** Monday, September 23, 2019 8:51 AM  
**To:** Becker, Keren  
**Cc:** Byrd, Yashica  
**Subject:** FW: North South

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Please add

Jessica Celella  
License Division Manager  
200 E Wells St Room 105, Milwaukee, WI 53202  
(414) 286-2365



**REDACTED RECORD**

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**From:** Perez, Jose <[JoseG.Perez@milwaukee.gov](mailto:JoseG.Perez@milwaukee.gov)>  
**Sent:** Saturday, September 21, 2019 1:31 PM  
**To:** Rowe, Diana <[DROWE@milwaukee.gov](mailto:DROWE@milwaukee.gov)>; Raden, Chad <[CRADEN@milwaukee.gov](mailto:CRADEN@milwaukee.gov)>; Celella, Jessica <[Jessica.Celella@milwaukee.gov](mailto:Jessica.Celella@milwaukee.gov)>  
**Subject:** Fwd: North South

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**From:** \_\_\_\_\_  
**Sent:** Sunday, September 8, 2019 9:27 PM  
**To:** Perez, Jose  
**Subject:** North South

Dear Alderman Perez,

I'm a resident at 235 E Pittsburgh and have had enough of North South.

It's now 9:21pm on Sunday night and the doors are open and there's someone on a loudspeaker blaring outside.

The reality is the bar is in a residential neighborhood. People work hard to pay the rent in this neighborhood. We need to have quiet so we can rest.

This is not an unfounded request for a Sunday night!

The garage doors of this place need to be shut by 9pm.

Sick of this place...Merriment is a great neighbor, as they respect the neighborhood. North South has not learned to respect their neighbors.

Thanks,



Thursday, June 11, 2020



# Notice of Public Hearing

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notice

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POYTINGER, Marla R, Agent

North South Club at 175 S Water St

Class B Tavern and Public Entertainment Premises License Renewal Applications with Change of Entertainment Adding Disc Jockey and Bands and Permanent Extension of Premises and Sidewalk Dining License Applications

**Tuesday, June 23, 2020 at 10:15 AM**

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 virtually on 6/23/2020 at 10:15 AM. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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 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 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	210 S WATER ST 420	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 202	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 309	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 310	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 311	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 315	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 405	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 412	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 502	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 503	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 306	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 313	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 403	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 407	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 412	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 513	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 206	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 207	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 210	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 201	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 207	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 212	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 306	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 210	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 110	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 303	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 208	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 205	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 312	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 410	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 317	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 206	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 305	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 210	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 213	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 312	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 406	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 412	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 201	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 210	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 504	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 507	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 301	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 311	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 312	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 402	MILWAUKEE, WI 53204

CURRENT OCCUPANT	212 S BARCLAY ST 405	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 502	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 505	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	212 S BARCLAY ST 202	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 203	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 620	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 520	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 316	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 302	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 112	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 206	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 310	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 203	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 400	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 104	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	111 E SEEBOTH ST 411	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 617	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 203	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	212 S BARCLAY ST 406	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	210 S WATER ST 716	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	210 S WATER ST 416	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	235 E PITTSBURGH AVE 211	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	210 S WATER ST 418	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	130 S WATER ST 316	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 403	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 718	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 206	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	235 E PITTSBURGH AVE 402	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	212 S BARCLAY ST 307	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	210 S WATER ST 218	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 519	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 317	MILWAUKEE, WI 53204



CURRENT OCCUPANT	210 S WATER ST 419	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 211	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	111 E SEEBOTH ST 103	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	130 S WATER ST 407	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 209	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 618	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 205	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	235 E PITTSBURGH AVE 505	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 305	MILWAUKEE, WI 53204
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CURRENT OCCUPANT	200 S WATER ST 406	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 109	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 304	MILWAUKEE, WI 53204

CURRENT OCCUPANT	200 S WATER ST 205	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 409	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 411	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 308	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 214	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 416	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 101	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 106	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 203	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 205	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 212	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 302	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 403	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 414	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 303	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 413	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 208	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 212	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 215	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 216	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 304	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 305	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 307	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 308	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 312	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 407	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 409	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 411	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 416	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 501	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 506	MILWAUKEE, WI 53204
CURRENT OCCUPANT	235 E PITTSBURGH AVE 201	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 302	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 303	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 308	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 509	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 510	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 204	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 211	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 212	MILWAUKEE, WI 53204
CURRENT OCCUPANT	212 S BARCLAY ST 213	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 417	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 517	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 217	MILWAUKEE, WI 53204
CURRENT OCCUPANT	210 S WATER ST 216	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 313	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 401	MILWAUKEE, WI 53204

CURRENT OCCUPANT	200 S WATER ST 215	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 108	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 402	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 105	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 104	MILWAUKEE, WI 53204
CURRENT OCCUPANT	200 S WATER ST 311	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 216	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 309	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 404	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 212	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 315	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 106	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 100	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 102	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 109	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 206	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 207	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 310	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 408	MILWAUKEE, WI 53204
CURRENT OCCUPANT	111 E SEEBOTH ST 409	MILWAUKEE, WI 53204
CURRENT OCCUPANT	130 S WATER ST 311	MILWAUKEE, WI 53204

blank

notice

Krull, Michael

235 E PITTSBURGH AV

Milwaukee WI 53204

Total Records: 302

Radius: 250.0 feet and Center of Circle: 175 S Water St

# 2020-2021 Plan of Operation for 175 S WATER ST

<b>1. Litter &amp; Security Plans</b>			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input checked="" type="checkbox"/> Weekly <input type="checkbox"/> Other:			
Who cleans the grounds? <input checked="" type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>7</u> Locations: <u>Behind bar (3), Bathrooms (3), Customer area (1)</u> Outside <u>1</u> Locations: <u>Corral</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>5 W, 6 M, 1 unisex</u>		Name of solid waste contractor: <u>Eagle Disposal</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans: <u>only street parking</u>			
Are there designated loading areas? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe security plans:			
Do you have security personnel on the premise? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many? _____			
AND What are their responsibilities? _____			
What security equipment do they use? _____			
List their licensing, certification or training credentials: _____			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>Registers, all entrances/exits, all customer area</u>			
Are searches and/or identification checks conducted upon entry? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, describe: <u>back of house</u> <u>ID check at bar</u>			
<b>2. Percentage of Sales (must total 100%)</b>			
Alcohol <u>31</u> %	Food Sales <u>9</u> %	Entertainment _____ %	Other <u>60</u> % <u>axe + shuffleboard</u>
<b>3. Businesses On The Premises (choose all that apply):</b>			
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Convenience Store
<input type="checkbox"/> Hotel	<input type="checkbox"/> Banquet Hall	<input type="checkbox"/> Supermarket	<input type="checkbox"/> Private/Fraternal/Veterans' Club
<input type="checkbox"/> Night Club	<input type="checkbox"/> Liquor Store	<input checked="" type="checkbox"/> Tavern	<input type="checkbox"/> Sports Facility
<input type="checkbox"/> Other:			
<b>4. Hours of Operation and Age Restriction</b>			
Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
<b>5. Floor Plan and Capacity</b>			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
<b>6. Sidewalk Dining: Fee:</b>			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
<b>7. Food License: Fee:</b>		<b>8. Weights and Measures: Fee:</b>	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain _____		Number/Type of Devices: <u>N/A</u> Are there any changes to the number or types of devices? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

**1. CURRENT APPROVED ENTERTAINMENT**

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Axe Lanes & Shuffle Board Courts

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove: *n/a*

**4. PROMOTERS/SOUND AMPLIFICATION**

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe:

At any time will sound amplification be used?  No  Yes If Yes, Describe: *Fender passport w/ microphone for announcements*

**5. 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.

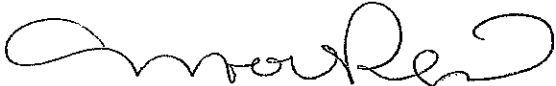
I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, 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, a Partner, or if a Corporation or LLC, the Agent must sign



**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)

<b>Section A</b>	Date of Application: <u>4.6.2020</u>		Aldermanic District: <u>12</u>
	Licensee (Name of individual; partners, or agent, if Corp/LLC): <u>MARLA POYTINGER</u>		
	Corporation or LLC Name (if applicable): <u>NORTHSOUTH CLUB INC</u>		Business Name: <u>NORTH SOUTH CLUB</u>
	Business Address (include city, state, zip): <u>175 S WATER ST, MILWAUKEE WI 53204</u>		
	(Optional) Mailing Address (include city, state, zip):		Business Telephone Number: <u>414.336.1392</u>
<b>Section B</b>	This request is for the permanent extension of premises for a: <input type="checkbox"/> FOOD license <input checked="" type="checkbox"/> ALCOHOL license		
	The Current Premises Description is: <u>1ST FLOOR ONLY</u>		
	Identify the specific area(s) for which the permanent extension of premises is requested. Check all that apply and list for each the relationship of the area to the premises (example: north side, front, etc.)		
	<input checked="" type="checkbox"/> Sidewalk café (public sidewalk) at the <u>SOUTH</u> side of the premises in front of the following street address(es) <u>230 E PITTSBURGH ST</u> (area must be contiguous with licensed area and under the licensee's control) (An application for a Siding Dining Facility Permit must also be submitted with this application.)  <input type="checkbox"/> Patio (concrete surface) at the _____ side of the premises <input type="checkbox"/> Beer garden (soil/grass surface) at the _____ side of the premises <input type="checkbox"/> Deck (attached to building) at the _____ side of the premises <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: _____ at the _____ side of the premises <input type="checkbox"/> Other: Describe area(s): _____		
Does extension area have an additional street address? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, list address: <u>230 E PITTSBURGH AVE, MILWAUKEE WI 53204</u>			
List all type(s) of business(es) that will operate at this location? <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Restaurant <input type="checkbox"/> Other: Describe: _____			
<b>Section C</b>	 Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign		

**Office Use Only:**

Filed 4-20-20 Initials FM App #s: Food \_\_\_\_\_ Alcohol 309034

Queue to:

- |  |                                   |                                     |
|--|-----------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> DNS (all)      | <input type="checkbox"/> Approved | <input type="checkbox"/> Hold _____ |
| <input type="checkbox"/> HD (all food)             | <input type="checkbox"/> Approved | <input type="checkbox"/> Hold _____ |
| <input type="checkbox"/> CC Food Only (no alcohol) | <input type="checkbox"/> Approved | <input type="checkbox"/> Denied     |

Email to:

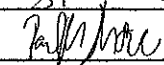
- |   |                                   |                                     |   |
|---|-----------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> DPW (sidewalk cafes/parklets) | <input type="checkbox"/> Approved | <input type="checkbox"/> Hold _____ | <input type="checkbox"/> Sidewalk Dining Facility Permit Issued |
| New Licenses Issued: Food _____                                   | Initials _____                    | Alcohol _____                       | Initials _____  |



# Sidewalk Dining Facility Supplemental Application

ccl-side1 2/21/18

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

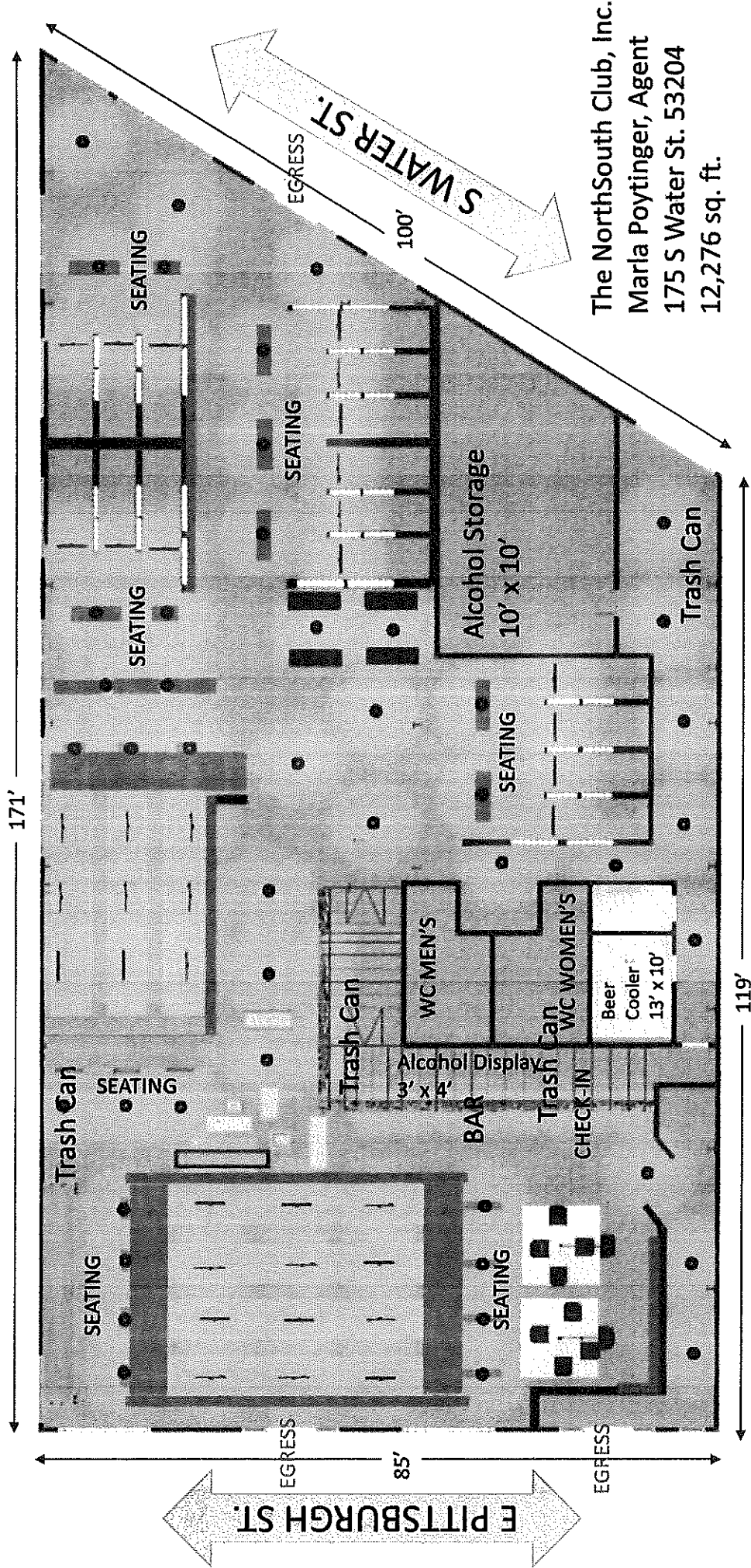
Business Name: <u>NORTHSOUTH CLUB INC.</u>	Aldermanic District # <u>12</u>
Premises Address: <u>175 S WATER ST, MILWAUKEE W 53204</u>	
<b>Business Operations</b>	
Check one: <input type="checkbox"/> I/we are also applying for Food/Alcohol license(s) at this time. <input checked="" type="checkbox"/> I/we currently hold Food/Alcohol license(s) AND .... <input checked="" type="checkbox"/> confirm that the Business Plan of Operation on file which was previously submitted with the Food and/or Alcohol application has not changed, except for the addition of this sidewalk dining facility. <input type="checkbox"/> have included a new Business Plan of Operation reflecting requested changes.	
Sidewalk Dining Facility will operate from: Start Date: <u>ASAP</u> to End Date: <u>10/15/2020</u> Will any food preparation be done outdoors? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ Will any sidewalk dining facility improvements be physically attached to public structures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____	
<b>Property Owner</b>	
Check one: <input type="checkbox"/> Applicant owns the property <input checked="" type="checkbox"/> Property owner's information/signature provided below (REQUIRED): Name: <u>Paul M. Maric</u> Phone # <u>414-803-9507</u> Address: <u>2745 S. 13th St, Milwaukee WI 53215</u> Property Owner's Signature: <u></u>	
<b>Signature(s)</b>	
<u></u> 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

**Office Use Only:**

Initials \_\_\_\_\_ Filed \_\_\_\_\_ App # \_\_\_\_\_

Processing LS: Queue to:  HD  DNS  CC Email To:  DPW  Primary LS

Also:  holds  is applying for:  Food  Alcohol  Perm Ext

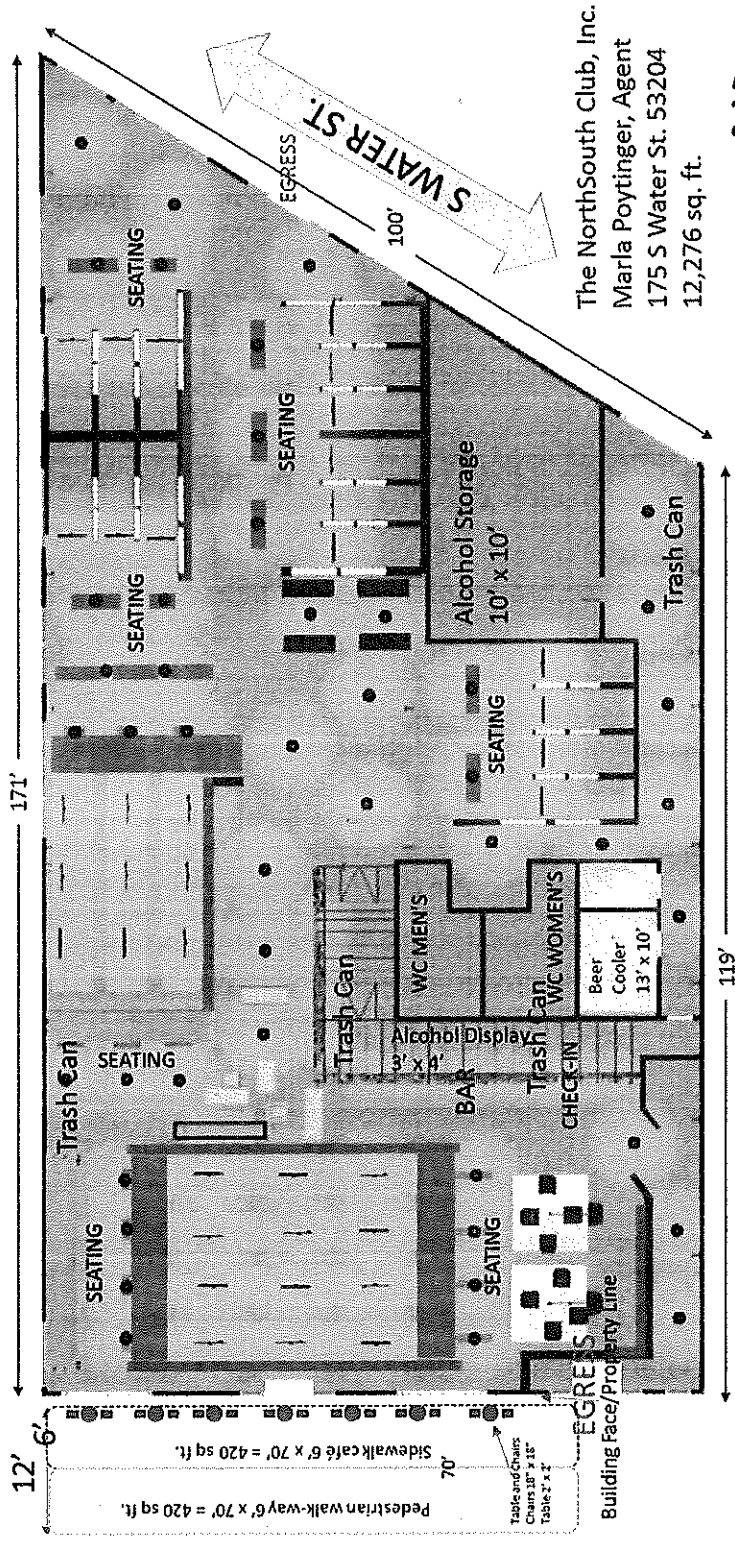


The NorthSouth Club, Inc.  
 Marla Poytinger, Agent  
 175 S Water St. 53204  
 12,276 sq. ft.



3.19.19





The NorthSouth Club, Inc.  
 Marla Poytinger, Agent  
 175 S Water St. 53204  
 12,276 sq. ft.



APRIL 6, 2020

curb

# NORTHSOUTH CLUB

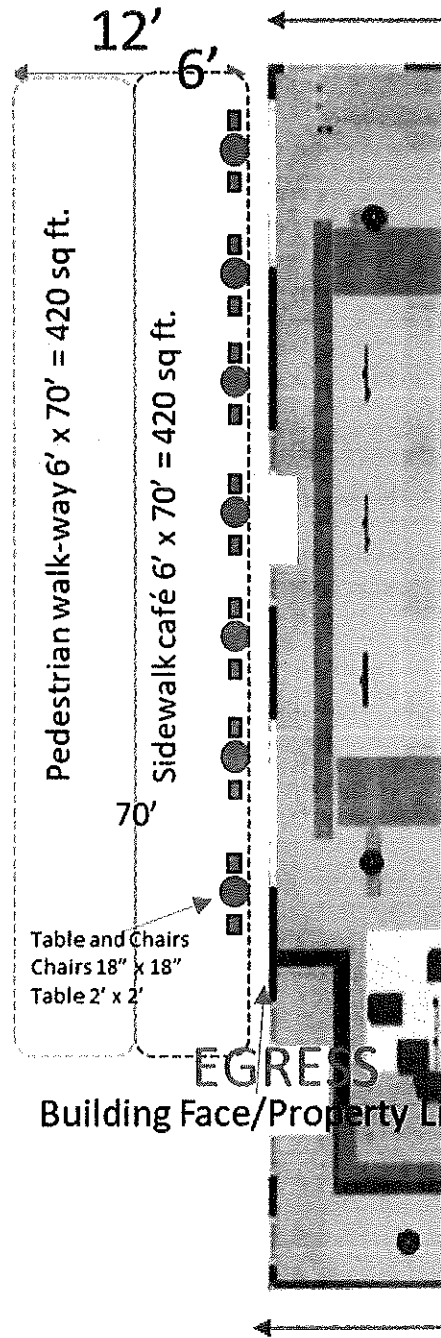
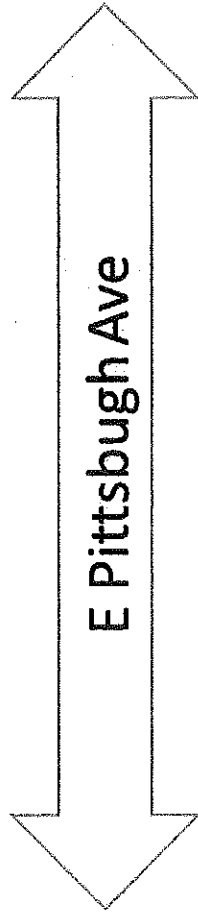
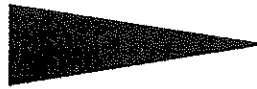


Table and Chairs  
Chairs 18" x 18"  
Table 2' x 2'

NORTH



NorthSouth Club, Inc.  
Marla Poytinger, Inc.  
175 Water St. 53204  
12,276 sq. ft.

414.336.1392

APRIL 6, 2020

# NORTHSOUTH CLUB

City of Milwaukee License Committee  
City Hall  
200 E. Wells Street  
Room 205  
Milwaukee, WI 53202

June 21, 2020

Dear License Committee Members,

A little more than a year ago, I came before you for the initial liquor license hearing for NorthSouth Club. There was a large contingency of support for our license, including area leaders and East Side BID director Liz Brodek. There was also a small group of local residents who opposed the license. The statements in opposition included concerns that granting our license would reduce property values, bring increased crime, result in public drunkenness and urination, reduce guest parking, and increase noise levels. I addressed these concerns by agreeing to close earlier than standard bar hours (by midnight on weekends and by 11pm on weeknights), by committing to closing the garage doors even earlier (by 11pm on weekends and 10pm on weeknights), by committing to finding an alternative parking solution for my customers, and by committing to building a facility that would attract young professionals and corporate clients.

As the owner of NorthSouth Club, I have upheld all of those commitments and more:

- My husband and I invested our entire life savings into building out the facility with the help of a professional construction and design team.
- We added significant exterior lighting and additional windows to enhance safety.
- We partnered with the building owners to personally pay to restore the curb cuts on Pittsburgh Ave, creating the opportunity for several more parking spots in front of the building.
- I personally facilitated an arrangement for ParqEx to create a paid public parking lot across the street. We promote this lot heavily through our reservations, and many customers have taken advantage of it. This parking lot is also available to all area residents and their guests. ([www.northsouthclub.com/parqex.html](http://www.northsouthclub.com/parqex.html))
- We have hosted numerous young professionals and corporate clients in our space, including the University of Wisconsin-Madison MBA, Rockwell Automation, Medical College of Wisconsin, Johnson Controls, and Direct Supply.
- We have donated event space to local groups, including events for Newaukee, Visit Milwaukee, and International Women's Day, which culminated in a charitable donation to WGirls on behalf of NorthSouth Club.
- We are currently preparing to launch our new "Axe of Kindness" campaign, which offers complimentary axe throwing and deck shuffleboard events for essential workers and minority groups. ([www.barsandrecreation.com/axeofkindness.html](http://www.barsandrecreation.com/axeofkindness.html))
- We have always abided strictly by our licensed closing hours and garage door times.

- We have never had any issues with public drunkenness, urination, or crime. Anecdotally, we have heard that petty crime in the area (including car break-ins) has gone down since we opened last summer.
- None of our establishments have ever had any issues with crime or police calls in our 8 total years of operation in downtown Milwaukee. Quite the contrary – we bring jobs, sales tax dollars, customers to other area businesses, and energy to spaces that were previously troubled or vacant.

In our first few weeks of operation last fall, we did field a few calls from residents who were concerned about our garage doors being open. I can say with 100% certainty that each of them fit into one of two categories: either 1) The actual music/noise they were hearing was not coming from our facility (several of our next door neighbors hosted weddings, outdoor rooftop concerts, and/or street parties with live music), and the caller simply confused us for them; or 2) The caller just did not agree that 10pm was an early enough garage door closing time. While I sympathize with people who did not agree with this committee's rules for us, this is an urban area. Standing in the front entrance to NorthSouth Club, one can see at least 4 large rooftop patios, including the Radio 88.9 rooftop which is used for concerts and private events on summer nights; and at least 6 street level outdoor patios/cafes for commercial eating and drinking, in addition to all of the residential balconies. The neighborhood is in close proximity to the Summerfest grounds and Catalano Square, both of which feature outdoor live music during the day and night. This lively scene is part of what makes it such a vibrant, attractive community.

Furthermore, since NorthSouth Club opened in August 2019, several new developments have occurred in the neighborhood. Mandel Group revealed its plans for a major multi-use development near the river, Joseph Properties announced that it is planning a 6-story building down the street, and Broken Bat Brewery opened its brewery and tap room/whiffle ball court directly across Pittsburgh Ave this past weekend to great success. In short, this area is changing and developing at a rapid pace. Change is always hard... but the economic success of this neighborhood depends on responsible community businesses like ours being able to open our doors, host creative events and partnerships, and attract customers.

Last October, we were approached by a local radio station to host a Halloween event at NorthSouth Club that would include an indoor radio DJ and possibly a live local band. It was a great opportunity for a creative partnership that would expose our business to new communities. However, we could not do it because we do not have DJ or live music as part of our public entertainment license. After speaking with city officials, we decided that the appropriate course of action would be decline the event, and then work to add those additions to our public entertainment license when our tavern renewal came up in the summer. This would give us time to show area residents and the license committee that we would follow the rules and uphold our commitments.

When I received the license renewal form in April, I checked the boxes for live music and DJ as we had planned. I was not aware of any official complaints made to the city, and I had not heard of any issues from residents since those first few calls in September. Furthermore, I had spoken with several area residents who became regulars at NorthSouth Club in the winter and loved what we had done with the building. Adding some additional entertainment seemed like a totally reasonable request.

In addition, when I filled out the application, NorthSuth Club had been completely closed down since March 16, 2020 due to COVID-19. We had no ability to bring in any revenue during the pandemic. (As evidence of this, our sales tax returns show \$0 for a full 13-week period.) It has been an incredibly difficult time for small businesses, and we have been focused on trying to save our team members' jobs in any creative way possible. We recently reopened our doors at 25% capacity, but demand has been even lower. Company-wide, revenues in our first week back were at 8% of what they were at this time last year. We have seen some growth to that number in week two, but nowhere near the success we were seeing before the shutdown. While we have no specific plans to host live

bands or DJs anytime in the near future (especially with social distancing requirements still in place), it would be helpful to have additional options available to us as we continue to look for creative opportunities to reach customers into 2021 and beyond.

The City of Milwaukee Common Council members have shown great willingness to support small businesses during this difficult time through grants, license fee waivers, and most recently the Active Streets campaign. I hoped that the residents in this area would show the same support – and some have. Since filing my application, I have received two calls on my cell phone from building managers in the area. The first said that his Board had a few questions about our renewal application. We had a very productive conversation during which I explained our reasons for adding the entertainment options, reassured him that no music or entertainment would ever take place outside, and confirmed that we were not changing any opening hours. At the end of the call he said, “NorthSouth Club has been a great neighbor and while we normally oppose these types of requests, there doesn’t seem to be any cause for concern here.” The second caller, on the other hand, told me that it didn’t matter what my reasons were – a petition against our license changes was already circulating through the building, and would be filed with the city. “We had a problem with [a prior business] hosting loud concerts, so we will always oppose live music in our neighborhood,” he said. It was really disheartening to hear that our hard work and investment over the past year meant nothing. I have not seen the petition, so I cannot address its contents directly, but I feel strongly that we should not be held accountable for the transgressions of another business operator, which took place during a very different time in the evolution of this area.

In closing, I want to thank this committee for granting me the opportunity to invest in downtown Milwaukee and create several new full- and part-time jobs (including health benefits) for the area. The old adage that “you can’t please everyone” rings true here, even though I always strive to do that as a business owner. I continue to welcome conversations with area residents, and I reaffirm my commitments that I made to this committee a year ago.

As such, I respectfully request that you renew the license with the changes as filed (specifically, add indoor DJ and indoor live music to our public entertainment license, and separately add a sidewalk café to the tavern license so that customers can wait for reservations outside and continue to social distance as much as possible). These changes will allow me to reopen my business – which is 100% woman-owned – to the public carefully, safely, and in an organized manner; and with the tools at my discretion to reach new customers and hopefully return to pre-COVID levels of business as soon as possible.

Sincerely,



Marla Poytinger  
President  
NorthSouth Club, Inc.



**BEFORE**



**AFTER**







# NORTH SOUTH CLUB

## NorthSouth Club Plan of Operation As of 6.22.2020

### *Licensed hours of operation:*

8am-midnight, 7 days per week

### *Public hours of operation\*:*

MONDAY	Open for Private Events
TUESDAY	Open for Private Events
WEDNESDAY	4:00pm - 11:00pm
THURSDAY	4:00pm - 11:00pm
FRIDAY	4:00pm - Midnight
SATURDAY	Noon - Midnight
SUNDAY	Noon - 8:00pm

\*Public hours of operation are posted on the door and online and are subject to change within the licensed hours of operation. Private events may also take place outside of the public hours but are still subject to the licensed hours.

### *Garage door closing times:*

10pm on weeknights (Sunday-Thursday)

11pm on weekends (Friday-Saturday)

### *Live music and/or DJ\* garage door closing time:*

8pm, 7 days per week

\*A DJ is defined as a non-NS Club employee or affiliate who plays amplified pre-recorded music. NS Club employees playing music (currently through Business Pandora) or making announcements via the microphone are not considered DJs.

### *Sidewalk café:*

- Sidewalk café dining is permitted on Pittsburgh Ave.
- Same hours as garage door closing times.
- Tables and chairs are allowed (subject to DNS regulations and social distancing requirements).
- Eating and drinking is allowed outside.
- No live music or DJ outside.