

29592

**Christianson, Eric**

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**From:** Richard Loftsgordon [raloftsgordon@yahoo.com]  
**Sent:** Sunday, March 24, 2013 3:15 PM  
**To:** Clerk  
**Cc:** Victoria Straughn  
**Subject:** Liquor Licence re: Next Door Brewing Co. Atwood Ave.

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

My wife and I own a 6 unit apartment building within a "stones throw" of the future brewing co. We were essentially next door to the Africana which was licensed with late closing times. It was a nasty experience for us. We urge you to carefully consider closing times and outdoor seating. Reasonable closing times, in our opinion, should be consistent with neighboring establishments: Bunky's and Stalzy's (10:00 weekdays and 11:00 weekends at the latest) The area is too residential for any outdoor seating. Please **DO NOT ALLOW OUTDOOR SEATING.**

Thank you for your consideration

Richard and Barbara Loftsgordon  
2702 Sommers ave. Madison

## Christianson, Eric

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**From:** Michelle Vittoria Livanos [michellelivanos@yahoo.com]  
**Sent:** Thursday, April 04, 2013 7:40 AM  
**To:** Clerk  
**Cc:** licensing  
**Subject:** Concerning the opening of Next Door Brewing @ 2439 Atwood Avenue

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

To Whom It May Concern:

I am writing to express that I do not support the granting of a liquor license for the Next Door Brewing Company that is wanting to open on 2439 Atwood Avenue. I am a current resident of the neighborhood and together with my husband we own the house at 325 Elmside Boulevard.

Presently, there are 11 bars in this Atwood neighborhood. I feel that with the plethora of bars, we do not need yet another bar to open and I ask for a cap on the number of bars that can exist in a residential neighborhood, or a commercial area adjacent to a residential neighborhood be set (please advise me as to how that can be pursued). What does it say about our neighborhood if there is a bar at every corner you turn to? I do not think it says anything nice about our neighborhood. In addition, it's been recognized statewide and nationally that Wisconsin has a drinking problem. How is this addressing the problem that we have in this state by opening yet another bar in a neighborhood that already has a succession of bars as one travels down Atwood Avenue? The existence for the potential of Madison residential neighborhoods to consist completely of bars demands that a limit be set to the number of bars that can operate in a neighborhood. Eleven bars is already too many bars in a small neighborhood. We do not need another bar. Perhaps when one of the eleven bars closes their doors for good, Next Door Brewing can open theirs.

Secondly, Next Door Brewing is claiming to be a restaurant, in addition to being a bar and brewery and serving hard liquor. When asked what types of food would be on the menu at the community neighborhood meeting, the response was pickles, eggs served different ways, popcorn and maybe on Fridays, there may be a fish dinner, maybe. This is not restaurant food; this is bar food so that people can have something to eat while they drink. The possibility of a fish dinner on a Friday night does not make it a restaurant. I don't believe the claim that it will be a restaurant. When I questioned the menu at the meeting and how it can be considered one for a restaurant, I was treated with hostility from "Pepper," one of the partners for Next Door Brewing. He was very hostile and belligerent, and insisted that their menu is one for a restaurant. He demanded my email address, but I was actually afraid to give it to him. I didn't understand the purpose of his asking for my email address. If the co-owners of this establishment was taking the community meeting seriously, shouldn't the menu already be fleshed out and ready to present, and actually be a menu for a restaurant that they claim to be opening? Maybes does not make a menu. Neither does eggs, pickles and popcorn - for a restaurant.

There are only 12 parking spots available for patrons at the site. Presently, there is no room in this neighborhood for street parking. The suggestion made by Next Door Brewing for parking on Atwood Avenue is not a solution, as parking on Atwood Avenue makes it dangerous to drive eastbound on Atwood, as there is a blind spot. I would personally like to see no parking on Atwood Avenue, given with the amount of traffic that we have already in this neighborhood. Next Door Brewing is suggesting a 100-person capacity - but for the tiny space that is available at 2439 Atwood Avenue, the limited parking spaces that are already available on the site, the lack of street parking that already exists per other local businesses, the maybe-other-parking-spaces-can-be-shared that may or may not happen, this capacity is set too highly. A potential neighbor to Next Door Brewing if they do move in, says at the present moment, he cannot hold personal parties at his house until after 9PM when space on his street and surrounding area opens for parking to his guests. If a liquor license is approved, the capacity needs to be limited to the number of available parking spots that exist - which is 12 - plus the amount of a few who may walk or bike. I believe then the capacity should be set at a generous and realistic 20.

We, the residents who have purchased homes here, have made an investment in this community. We pay city taxes. We have purchased homes that have back yards, so that we may have space to relax and enjoy ourselves. Because we pay city taxes and we have made an investment in this neighborhood, we have a right to enjoy our homes and our backyards in relative peace, as well as our neighborhood. This is not an urban setting. This neighborhood consists of houses with backyards. Our personal spaces extend to the borders of our back and front yards, and so do our rights.

Please consider the amount of bars in this area that already exist before granting yet another one a liquor license. Please have foresight. Do we really want our Madison neighborhoods to consist of one bar after another one, after another one and so on? Do we want to enable the drinking problem that exists in this state, as other cities have recognized in their own communities and have set a limit to the number of places with liquor licenses? Is this how Madison wants to reward people who choose to live in Madison, pay city taxes, and invest in Madison's neighborhoods, bclerky turning Madison neighborhoods into meccas for bars?

Sincerely,

Michelle Livanos  
325 Elmside Boulevard  
Madison, WI 53704  
(608) 240-2212

## Christianson, Eric

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**From:** Witzel-Behl, Maribeth  
**Sent:** Thursday, April 04, 2013 8:35 AM  
**To:** licensing  
**Subject:** FW: ALRC hearing regarding Next Door Brewing Co. (2400 block Atwood Ave)  
**Attachments:** Next Door Brew Pub talking points 2013.docx

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

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**From:** V Straughn [<mailto:vzstraughn@gmail.com>]  
**Sent:** Wednesday, April 03, 2013 11:33 AM  
**To:** Clerk  
**Subject:** ALRC hearing regarding Next Door Brewing Co. (2400 block Atwood Ave)

Dear Members of the ALRC:

Please find attached a list of concerns that we have as neighbors directly affected by the proposed plan of the Next Door Brewing Co. The immediate blocks surrounding and behind the proposed Brew Pub need to have assurances that our lives and investments are not degraded by the change from a daytime business to a nighttime business at that location.

Please enter our list of concerns into the record for review when the licensing question comes up, currently scheduled for April 24.

Thank you,  
Victoria Straughn  
Dean Morse  
2421 Sommers Avenue

The following items must be agreed upon by NDB in order to be granted an alcohol license:

- 1) **No outdoor seating allowed now or in the future. *Rationale:*** other new alcohol licenses in the neighborhood have agreed to this in order to preserve the integrity of residential properties that abut the business serving alcohol (considerations of *noise, smoke, night-time disruptions* to children sleeping, etc)
- 2) **Sound-proofing insulation required on the roof. *Rationale:*** we have learned from similar experiences in the neighborhood that it is not enough to have weather-type roof insulation to protect neighbors from sound. Although the building's walls are filled cinder block and therefore quite sound-proof, the roof can act like a "drum" in distributing sound across a neighborhood --- affecting families both far away (sometimes as much as several blocks) as well as those who are close.
- 3) **Sound-proof, aesthetically pleasing wall installed at the back of the property, 8 feet or more in height. *Rationale:*** unlike bar/restaurants in similar neighborhoods such as Monroe Street (where there is a wide alleyway separating the business from family homes), this NDB property adjoins the homes of several families, some with small children. The loss of privacy, security and value for those families has to be offset with an appropriate barrier that they can agree upon. (Variance may be needed)
- 4) **Shortened hours: suggested weekdays close at 9 pm weekends close at 10 pm. *Rationale:*** this is a residential neighborhood. As businesses on Atwood Avenue continue to change from daytime to nighttime use, the needs of the men, women, and children who live here have to be taken into account. Residents have invested a great deal in purchase and maintenance of their homes. To any extent that this continues to be a neighborhood where people will want to purchase homes, there must be cooperation from businesses regarding late hours. Children, who need 10 hours of sleep a night, leave for school at 7:30 a.m. Many parents as well as other workers must be up by 5 a.m. They need and should expect uninterrupted sleep in a residential neighborhood. Bunky's and Stalzy's have both set earlier hours, understanding this need. With 10 or 11 bars already in this neighborhood, there is not a demonstrated need for late hours from NDB.
- 5) **Parking established off-street (NDB owner stated that he had already communicated with St. Bernard's Church). *Rationale:*** The parking situation on adjoining streets is horrendous. Sommers Avenue, immediately behind the NDB is very narrow, with one-side only parking. In winter, it has become almost impossible to get in or out of one's driveway. Because of the narrow easements, snow banks slide into the streets, effectively forcing cars to park 3-4 feet from the curb. More cars will only exacerbate the problem. Hudson Street, with parking allowed on both sides, has become a dangerous path for drivers trying to negotiate the turn onto or off Atwood Avenue. As a mixed use neighborhood, built in the 1920s, there was obviously no plan for the size and number of vehicles currently using the area. Because there are apartments in the area without adequate parking for tenants, street parking is used heavily by those residents when they return from work. Additional demand for parking will cause traffic, safety, and noise issues.

- 6) **No amplified music. *Rationale:*** the owner has already stated that he wants “low volume” music and may sometimes have acoustic music. A stipulation that it will remain as currently proposed is necessary to allay neighborhood concerns about noise problems.
- 7) **Lighting must take into consideration of residential neighbors. *Rationale:*** in order to make sure that neighboring properties are not adversely affected by nighttime lighting, NDR must agree to maintain the level of darkness that the adjoining properties are used to and need. Environmental considerations regarding lighting should also be a part of the proposal.
- 8) **Alcohol License for beer and wine sales only. *Rationale:*** neighbors have been informed repeatedly that “this is not a bar; it is a brew pub.” Given that, the neighborhood would be much better served by avoiding attracting a bar-clientele. As stated earlier there are already 10 or 11 bars in the neighborhood.
- 9) **Exhaust Fans must be state-of-the-art noise and odor proof. *Rationale:*** Another assault to property owners whose yards and homes adjoin the proposed brewery is the addition of loud exhaust fans, blowing the smells of yeast from brew and grease from cooking into their yards and homes. Enjoying the use of one’s backyard is a central reason for home-ownership. People bought their homes in good faith that they could do that. NDB owners must establish agreed upon standards for those neighbors who would be adversely affected by such noise and smells. These are personal as well as environmental concerns.
- 10) **Attention to green space and environmentally-aware standards. *Rationale:*** new businesses on Atwood Avenue must take into account their impact on the air, land, and water quality of the area. NDB must put in place a plan for how the increased automobile and human use of that property will be offset by the addition of green space, including trees or other plantings, runoff, recycling , and so forth (see lighting and noise points above).

## Christianson, Eric

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**From:** Sylvia Pfender [spfender6@gmail.com]  
**Sent:** Tuesday, April 09, 2013 5:14 PM  
**To:** licensing; Clerk  
**Subject:** Alcohol Licensing Issue

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

April 9, 2013.

Hi,

I am a long term resident and homeowner in the 6th district and I have several concerns about a potential liquor license application for Next Door Brewing Company. This business plans to locate in my neighborhood at 2439 Atwood Avenue. Our neighborhood had a variety of problems with a past business, Africana. This business created numerous alcohol and noise issues in the surrounding neighborhood area. My hope is that Next Door Brewing Company is more responsive to neighborhood concerns.

This is an older neighborhood and has a diverse residential population. The neighborhood is comprised of everything from families with young children to elderly populations of people. Parking is limited and housing is very close together. Homes that are located on Sommers Ave. are very close to the above potential business on Atwood Ave.

I feel that if the business owner is receptive to neighborhood concerns there could be a positive win/win situation for everyone.

My concerns include the following:

Reasonable hours of operation for the business. Given the close proximity of residences, many with young children, I would like to see closing hours of 9pm on weekdays and 10pm on weekends. Examples of neighborhood businesses that accommodate earlier closing hours are Stalzy's Deli and Bunkys.

Efforts made to block noise issues. This could include sound proofing roof areas and backyard parking lot.

Installation of a fence that would block the parking lot areas and could be sound proofed so that nearby houses would not have noise issues disrupt their backyard areas and allow for their privacy.

I would like to see no outdoor seating as part of the alcohol license to this business and that this provision be set permanently as part of this and future businesses in this location that have alcohol permits. This goes along with my concern for the close proximity of housing and young children in this area. I feel noise issues could be abated as a result of the absence of outdoor seating.

Limitation of the alcohol license to the serving of beer and wine only. The absence of hard liquor would make this establishment more of a brewpub and less of a bar attraction. This area already has numerous bars nearby and there is no need to increase the number of establishments in the area that serve hard liquor.

Installation of exhaust fans to limit odor problems from cooking and brewing. Attempt should also be made to limit noise issues related to fans.

Parking concerns within the residential neighborhood area. This business has a small number of parking stalls. My hope is that the owner makes arrangements with the nearby church or other lots to utilize this for his customers. The residential area is extremely crowded and has limited parking. Many residences have to use on-street parking for their own vehicles. Areas are often tight with owners backing out of driveway areas. Noise from motorists and brewpub customers will also end up in neighborhood areas as opposed to staying on Atwood.

I'd like to request that music be kept to quieter performances. Loud acoustic style music does not belong near a residential area. It would be difficult for the owner to ensure that the noise or vibration levels would not affect nearby residences.

I'd like to request that the owner find ways to provide adequate lighting for the outdoor parking area without lighting being disruptive to the nearby residences. This may also be taken into consideration when constructing the fencing and may act as a shield so that car lights don't end up shining into houses.

Thank you for taking my concerns into consideration.

Sincerely,

Sylvia Pfender



## Christianson, Eric

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**From:** Sandy Stoudt [sstoudt@library.wisc.edu]  
**Sent:** Thursday, April 11, 2013 2:28 PM  
**To:** Christianson, Eric; marsha@marsharummel.com  
**Subject:** Next Door Brewing company

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

Dear ALRC and Marsha Rummel,

I agree with Aleia Ingulli McCord's concerns about the Next Door Brewing Company. It sounds like they did not take the neighborhood's concerns very seriously. That whole business about the representatives of the Next Door Brewing company not taking notes at the meeting struck me as very irresponsible. If they behave this way now, you can imagine what their attitude will be like once they are in there. The NDB people didn't address the neighborhood concerns let alone care about them.

Please consider very carefully about giving them a license. The Atwood neighborhood does not need another bar.

thank you,  
Sandy Stoudt  
2421 Center Avenue  
Madison, WI 53704

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## Christianson, Eric

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**From:** Joanne Malvik [jomalvik@gmail.com]  
**Sent:** Monday, April 15, 2013 11:10 AM  
**To:** Christianson, Eric; Woulf, Mark; Bach, Richard; Allen, Roger; annzam2001@yahoo.com; David Hart  
**Subject:** Nex Door Brewing

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

To whom it concerns,

I am writing to you concerning the alcohol license that Next Door Brewing Company will be applying for on April 24th, 2013. I live on Sommers Avenue, behind and 5 homes east from the new proposed business. I am a homeowner and have lived at this address 15 years. I know how important businesses are to any area, especially ours as there are a number of empty and blighted buildings on Atwood Avenue. I was directly effected for two years by the problems from the Africana Restaurant: yelling and fighting (sometimes groups of 50 people) at bar time, people congregating on and in the street, people urinating on my property, trash on my property, illegal parking and cursing traffic to name a few. During these two years I would guess I called the police department 75% of the weekends and sometimes twice on weekends to complain about these problems. Therefore, I know how important it is to have neighborhood appropriate restrictions to businesses in place.

The following are points of concern to me regarding Next Door Brewing Company:

- Hours of operation: hours should be in keeping with the 3 restaurants within the immediate 2 block area, specifically 9pm weekdays and 10pm weekends.
- Outside seating: outside seating should not be allowed
- Sound Proofing: the building should have adequate sound proofing and a new back fence should be erected. Allowable noise should be determined by city ordinance and sound engineering criteria. This standard might need to be adjusted if amplified music is allowed.
- Traffic: traffic management was a huge concern when Africana was operating. Cars were parked illegally, stop signs were ignored and although I do not have a speed detector, I would venture speed limits were not followed. The traffic at the intersection of Sommers and Hudson has become more of a problem in the years I have lived at this corner and I believe more traffic will stress the problems further.

These are the items that directly effect me. I support my neighbors who live closer to the proposed business and may have other concerns.

Thank you for your consideration.

Joanne Malvik

2701 Sommers Ave

**Mr. and Mrs. Peter W. Stebbins, Sr.**

3618 Alpine Drive  
Madison, WI 53704-2244

April 15, 2013

All Members of the ALRC  
City Clerk's Office  
Room 103, City-County Building,  
210 Martin Luther King Jr. Blvd.  
Madison, WI 53703  
clerk@cityofmadison.com

Re: Next Door Brewing Company Liquor License

To whom it may concern:

We support Next Door Brewing Company's application for a Class B Liquor license for their new restaurant at 2439 Atwood Avenue. It would be a nice addition to a neighborhood that we frequent/patronize often.

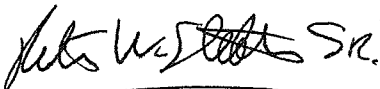
Their self-imposed restriction on hours and the openness and responsiveness, which they have displayed toward the community's needs, are all commendable.

In addition, they will be creating jobs and improving the property, which has sat vacant for quite some time.

We look forward to their addition to the neighborhood.

Please support their application for their Class B Liquor License.

Sincerely,



Peter W. Stebbins, Sr.  
Anna M. Stebbins