



Office of the Common Council
Ald. Sheri Carter, District 14

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November 20, 2019

TO: Members of the Alcohol License Review Committee

FROM: Ald. Sheri Carter, District 14, Madison Common Council

SUBJECT: Item 46. – Legistra 57926
Public Hearing - New License Arandas Zoniga LLC • dba Arandas Mexican Bar & Grill
Class B Combination Liquor & Beer • 35% alcohol, 65% food
1821 S. Park St. • Estimated Capacity: 60
Agent: Jesus T. Ramirez
Aldermanic District 14 (Alder Carter) • Police Sector 310

I met with Jesus I. Ramirez on October 18, 2019 at 1821 S. Park Street. Mr. Ramirez is aware of the surrounding neighbors/residents' views/opinions regarding this location and past businesses. Jesus was previously employed at Laredo's Restaurant for five years. Laredo's is a well establish business in Fitchburg that has a loyal following. Mr. Ramirez wishes to create the same atmosphere at this location. This establishment is in the Bram's Addition neighborhood that has had its challenges. Although some residents are against any establishment serving alcohol; and are hesitant of accepting any business in this location; I still believe that the right business can flourish in this location.

This establishment must operate as restaurant not a bar/night club. Jesus and I have discussed an entertainment license for this establishment would not have my approval. Jesus desire is to operate a restaurant and he has stated that he will not have karaoke nor will be seeking an entertainment license at this establishment. If deemed necessary, the owner will meet with the Alder, MPD South District and neighborhood residents after 4 months of business.

At this time, I would ask for the following conditions:

- Establishment will close at 10:00 pm Sunday through Saturday.
- Establishment will provide MPD South District with a security plan
- Establishment will cease serving alcohol at 10:00 pm
- Establishment will sweep the parking lot for trash and alcohol containers at least once every day during their operating hours

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- Establishment will not use the outdoor trash bin or the rear door facing Beld Street after 9 pm
- Establishment will close and gate the parking lot exit onto Beld Street after 9:00 pm every night forcing traffic to come and go from Park Street
- Establishment will not have any amplified music on the exterior of the building
- Establishment will have food available during operating hours
- Establishment will hire security to sweep through the lot at closing time to encourage patrons to leave the area
- Establishment (owner/designee) will be available during business hours
- Establishment will meet the definition of a restaurant as defined by Madison General Ordinance 38.02 always