

To: Alcohol License Review Committee ALRC (licensing@cityofmadison.com)
CC: CJ Ryan, Assistant Park Superintendent at City of Madison (CRyan@cityofmadison.com)
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Mary Berryman Agard, Monona Bay Neighborhood Association (maryberrymanagard@mac.com)
From: Tom & Lynn Felhofer, 402 W. Shore Drive, Madison (felhofer.lynn@gmail.com)
Date: April 10, 2026
Subj: Comments on Application for Class A Liquor License at 421 S. Park St. for ALRC mtg on Apr 15

We write this letter in opposition to Becco Inc's proposed location for a new liquor store at 421 S. Park St. due to its proximity to Brittingham Park. Our home at 402 W. Shore Drive is the closest to the park playground, parking lot, shelter and volleyball courts. We are also around the corner from the proposed liquor store.

Mr. Sukhraj Singh Bharya, the proposed agent, knows how to sell alcohol. He has experience running a liquor store in Stoughton since 2005. If he operates out of 421 S. Park St., alcohol will be more prevalent in Brittingham Park.

Here are just three of the ways that increased alcohol use will affect park usage:

1. Madison police will be responding to more disturbances.
2. Madison crews will be picking up more trash
3. Residents will think twice about spending their afternoon in the park if it again becomes a convenient place for drinking alcohol.

Disturbances: Brittingham Park's shelter, parking lot and playground are popular gathering spots, especially on summer days and evenings. Despite alcohol being prohibited in the park, consumption of alcohol is common in the parking and shelter.

Although the park closes at 10:00 PM, and most people are respectful, the people pushing the boundaries and creating disturbances have been drinking alcohol. Ask police officers who have had to respond to disturbances in the park. Alcohol does not mix well with Brittingham Park. The City of Madison police should expect an uptick in calls regarding disturbances in Brittingham Park.

Trash: We volunteer with the monthly Friends of Monona Bay trash pickup. It is common for us to pick up beer cans and liquor bottles in Brittingham Park, in the parking lot near the playground, along the bay shore, and along W. Washington. As Mr Bharya sells more liquor there will be more trash in the park to be picked up. Will the City of Madison spend more money to have more trash bins installed in the park and emptied on a more-than-weekly basis?

Park Usage: There is a reason the Parks Department prohibits alcohol in Brittingham Park. You don't need a crystal ball to see into the future. You just need an old issue of the Isthmus, April 2016 to be exact: <https://isthmus.com/news/cover-story/the-brittingham-renaissance>. The banning of alcohol in Brittingham Park marked the turning point for the recovery of one of Madison's most used parks. In 2017, the City of Madison made a \$315,000 investment in Brittingham Park to install Madison's [first playground accessible to children with disabilities](#). Kids have a lot of fun using it.

A lot of people: police, neighbors, and park and city staff have invested time and money over the past ten years to make Brittingham Park safe and enjoyable.

We believe that a liquor store at 421 S. Park Street, around the corner from Brittingham Park, will equate to more disturbance for our police, more trash for the neighbors and parks staff to pick up, and a park that is less safe. Neighbors remember when Brittingham Park was not family-friendly. It would be sad to see the City of Madison take a step backwards.

We urge the ALRC to oppose granting a Class A liquor/beer/cider license to Becco Inc at this location, because of its proximity to and negative impact on Brittingham Park.