

**From:** [annewalker@homelandgarden.com](mailto:annewalker@homelandgarden.com)  
**To:** [Verbick, Jim](#)  
**Cc:** [Rummel, Marsha](#)  
**Subject:** legistar 63494  
**Date:** Monday, January 18, 2021 2:13:22 PM  
**Attachments:** [WPM\\$FG63.PM\\$](#)

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Members of the ALRC, Alder Rummel

I do not support the I/O application. I don't support the application because I don't believe that the business plan is right for this location. Homes are located in close proximity. The applicant has stated that part of his business plan, extension of late night hours, is to facilitate the service industry's desire to start their week-end. That combination has the very real potential to create quality of life issues for immediate neighbors. From capacity, to hours, and a business model based on 75% of sales based on alcohol consumption, this simply isn't the right fit.

I do understand that the Willy St neighborhood is a pretty "cool" place to be. I also appreciate that we are a neighborhood, and a neighborhood close to the downtown and a vibrant nightlife. I support business plans that first and foremost, understand the need to balance homeowners quality of life issues. I do not believe this is the correct business plan for this location.

Best

Anne

(see below, prior e-mail to Alder Rummel)

On 14 Jan 2021 at 16:16, [district6@cityofmadison.com](mailto:district6@cityofmadison.com) wrote:

**From:** Self <[annewalker@homelandgarden.com](mailto:annewalker@homelandgarden.com)>  
**To:** [district6@cityofmadison.com](mailto:district6@cityofmadison.com)  
**Subject:** Star...I/O  
**Date sent:** Thu, 14 Jan 2021 16:16:28 -0600

I miss Star photo. A real part of what I miss is a day time business, that closed in the evenings. Business's that choose to locate in a business district that is so close to neighbors homes do face special challenges. A lot of that success has to do with the business model, part is the business owner and staff and part can be the property owner. Property owners can have the expectation that business's wanting to sign a lease are good neighbors as well as successful business's. Is this the right fit for this location?

Many of the business's that seek to open in the I/O location have a desire to have like minded people be able to gather. I can appreciate that. What I struggle with is that the business model that we have to accomplish that goal is predominantly based on the sale of alcohol, in this case 75% of sales.

When I was a board member of MNA, many of us at the time struggled with saying yes to Plan B and at lower numbers than is now being asked for by I/O. At the time, Plan B

was to be the largest bar on Willy St. Sadly, it was not the right fit, and neighbors paid the price. That cannot happen again.

My understanding is that I/O, in addition to wanting to have later hours, would like to have the ability to have live music and DJ's. I worry that immediate neighbors will once again pay the price with late night noise, including the issue of parking in the neighborhood (bar time noise). Plan B also had a problem with underage participants parking in the neighborhoods and using their cars to drink or do drugs. I seem to recall doing the same thing when I was 17.

I understand business's wanting to do business on Willy. My question remains, is this a good fit? For so many years, the answer has been having a bar in this location has been a poor fit.

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