

Neighbors,

I'd like to echo Tom, Rex and Michael's positive comments about the planned Brocach RESTAURANT for Monroe Street. I just finished reading online the many letters that have been submitted to the City against granting Brocach a liquor license (<http://legistar.cityofmadison.com/detailreport/matter.aspx?key=24614>) and it appears that Young Shakespeare has created a false impression of what's involved, presumably through ignorance. I found many fear-based letters from people who repeatedly mention "tavern" when referring to Brocach, many of whom don't live in the immediate neighborhoods. I can only imagine that the DiPrimas sounded an alarm to their network that wasn't well-informed.

In the last few days there have also been many emails of support to the City from folks in the Vilas and DMNA neighborhoods, which I'm glad to see. The current count is about 50% for and 50% against, and I've copied Eric Christianson with the City Clerk's office so that this email gets added to the list.

I've personally met with Cliff McDonald of Brocach on two occasions (see my earlier VilasNA email of May 21st) and he and his partners are proposing to make a significant investment in a long-term, FAMILY-FRIENDLY restaurant and bar. Cliff has done everything that one could ask for from a businessman, but I suppose if people think Brasserie V and Pasqual's are a detriment to our neighborhood then I guess I can see how they'd think the same of Brocach. But to the rest of us this restaurant offers the opportunity to have another locally-owned business that both serves area resident's needs and generates greater economic activity that will help keep Monroe Street business district vital for years.

I personally don't want the business district to be completely filled with restaurants, but I plan to attend the ALRC meeting this evening (5:30 pm for anyone else who wants to join me) to add my voice of support for Brocach's license application.

Brad

Brad Ricker  
1815 Adams Street

On Jun 15, 2011, at 10:17 AM, Michael O'Russa wrote:

> I have no problem with Brocach opening on Monroe street and do not believe  
> that it's going to turn it into another Regent as far as bar crawls by  
> students are concerned. The student oriented bars on Regent, State &  
> University for the most part cater to the needs of students which is drink  
> specials, cheap beer and shots. I honestly do not see the average student  
> being very interested in \$4 - \$5 dollar pints of Guinness and plates of  
> curry chips.

>  
> As was pointed out by another poster on the list, Brasserie V is a good  
> comparison for the demographics that Brocach will be serving. Aside from  
> Brasserie V's menu, they're actually a destination for beer drinkers due to  
> their deep knowledge and obscure selection of (mostly) Belgian taps. As far  
> as I know they do not have trouble with noise, drunkenness etc... We've  
> lived on Monroe street since early 2004 and the only problems we've had  
> stemmed from student house parties.

>  
>  
> Best -

>  
> Michael O'Russa  
> 2103 Monroe Street

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>  
> -----Original Message-----  
> From: VilasNA@yahoogroups.com [mailto:VilasNA@yahoogroups.com] On Behalf Of  
> rex piper  
> Sent: Wednesday, June 15, 2011 8:32 AM  
> To: VilasNA@yahoogroups.com  
> Subject: Re: [VilasNA] Brocach article

>  
> Tom,  
>  
> I love the idea of another quality restaurant/bar (75/25) in the area;  
> Brasseri V is so popular (in a very proper and controlled way i should add)  
> that it can be hard to get in often! also, i should add that one only needs  
> to observe on a football Saturday that the local establishments are not over  
> crowded - seems most people prefer to be down by the action (great for  
> them).

>  
> thanx for asking,

>  
> rex piper

>  
> On Tue, Jun 14, 2011 at 1:41 PM, tomturnquist <tomturnquist@yahoo.com>wrote:

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>>  
>> It sounds like the "neighborhood objections" were filed by 2 people.  
>>

>> Does anyone else have thoughts on this? It sounds like a great addition to  
>> the neighborhood to me, but it's not in my back yard either.

>>

>>

>> From: Mitchell Nussbaum <acornwithteeth@sbcglobal.net>

>> To: VilasNA@yahogroups.com

>> Sent: Tuesday, June 14, 2011 10:03 AM

>> Subject: [VilasNA] Brocach article

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>> Article about the neighborhood objections to Brocach. There is a lot of  
>> drinking going on by students in their houses. I don't know what people  
> can

>> do about that.