

From: [Sue Hoffenberg](#)
To: [licensing](#)
Subject: Opposition to Liquor License
Date: Thursday, April 9, 2026 4:09:29 PM

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To the Alcohol License Review Committee,

I am writing to express my opposition to granting a Class A Liquor/Beer/Cider license to Becco Incorporated at 421 South Park Street, which is located on the block nearest to Brittingham Park.

In my view, Brittingham Park is one of the finest parks in the city. It serves a remarkably diverse community, bringing together people of different ages, backgrounds, and income levels. This did not happen by chance. It reflects years of dedicated effort by the City, nonprofit organizations, and neighborhood residents to create a welcoming and positive environment.

There are already multiple nearby locations where alcohol is available for purchase. I am concerned that adding another point of sale so close to the park may lead to increased alcohol consumption within the park and a return of the problematic behaviors that earlier efforts worked hard to address.

I do want to note that it has been encouraging to see the recent opening of family-owned, family-oriented businesses near the park, and I sincerely hope that trend continues.

Thank you for your consideration.

Sincerely,
Susan Hoffenberg
512 West Shore Drive
Madison, WI 53715