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Lund, Thomas

From: Mary Mullen <mmullen4337@charter.net>
Sent: Wednesday, July 18, 2018 10:57 AM
To: licensing
Subject: Oppose license for Luna's Groceries tonight
Attachments: 8 litter chart.jpg; DMNA map w labels.pdf

Dear members of the ALRC,

I plan to attend the ALRC meeting tonight to speak **against granting a Class A Beer and Liquor license to Luna's Groceries, 2010 Red Arrow Trail, Madison, WI 53711**. It's item 49 on tonight's agenda. I wanted to send this email so you would have a chance especially to see the statistics on litter from alcohol take-out sales that I won't have time to discuss at the hearing and to mention my long-standing opposition to expansion of liquor sales in the Dunn's Marsh Neighborhood. A map of the neighborhood is attached.

We in the neighborhood have successfully opposed every new liquor license application since 2009, whether for restaurants (two in 2009 on the Beltline frontage road) or a free-standing large new liquor store (2011 on Verona Road). In addition, in 2016 many of us opposed granting a license to Rocky's Liquors at 4217 West Beltline since it was a problem-ridden location that was coming under a new owner. Today's new application at 2010 Red Arrow Trail would expand hard liquor sales, and, of course, make beer and wine even more convenient to buy in the western portion of the neighborhood.

Before I state my more specific reasons to oppose this license, I'd like to report that people in the neighborhood are **100% IN FAVOR OF THE GROCERY STORE**. They are, in fact, overjoyed. As the license applicant Mariam Maldonado notes in materials she handed out, the neighborhood is a "food desert" and hasn't had a grocery store since 2009. Presently we have two gas stations and a City Dollar store that sell a limited inventory of food, but no grocery store since Cub groceries moved out, and even more limited groceries since Walgreens left several years ago. So a grocery store, especially one on the neighborhood side of Verona Road is completely welcome.

In addition, **I do trust the family that is planning to open the store**. The husband of the owner has been much involved in the neighborhood. I first met Joe Maldonado when he brought his son to a neighborhood cleanup, and for a short time he was on the Dunn's Marsh Neighborhood Council. For five years he also led a very successful program at the Boys and Girls Club, one that kept kids in high school and got them into college.

However, I still oppose granting a liquor and beer license to Luna's Groceries. These are the reasons.

1. The map with your materials shows that the **AREA IS ALREADY QUITE SATURATED WITH LOCATIONS** with liquor licenses - 3 within the neighborhood and 6 more right across Verona Road or the Beltline from the neighborhood, for a **total of 9** already. Within the neighborhood, there are the Mobil station and the BP station that sell beer and Rocky's Liquors that sells everything. Right across Verona Road, across from the neighborhood, there are 3 more licensed establishments, and just across the Beltline are 3 more. In addition, on Williamsburg Way just off Verona Road in Fitchburg and within walking distance of the Allied Drive part of the neighborhood, there's a full-service liquor store plus two restaurants that serve alcohol. We are not hurting for alcohol outlets.

2. As you know, there's a **LITTER PROBLEM**, mostly along the frontage roads. Over the years, I've personally picked up and counted a lot of this litter. I've found that of all the recyclables, in all cases but one, the alcohol bottles and cans exceeded bottles and cans from soft drinks, water, and juice. Also in all cases but one, the small airplane bottles comprised over half of the alcohol container litter. My findings are in the table below.

Date	Total alcohol	Total 50 mL	% 50 mL (of all alcohol)	All containers	% alcohol
Nov.12, 2011	42	23	55%		
Sept. 19, 2013	34	19	79%	57	60%
Sept. 23, 2013	21	13	62%	29	72%
March 26, 2016	44	21	48%	65	68%
Nov. 3-10 2016	144	77	53%	251	57%
July 1, 2017	38	17	45%	108	35%

(This table is also attached as a separate document in case it doesn't come through in the text here.)

The last analyzed litter pickup was about a year ago when the percent of alcohol recyclable litter was much lower than the that of non-alcohol recyclable bottles and cans. Could that be because during the period between December 2016 and spring 2017, Rocky's Liquor was prohibited from selling hard liquor in smaller bottles, both 50 and 100 mL? I think that's a distinct possibility.

I would anticipate that if the ALRC approves the license for Luna's Groceries, the alcohol container litter problem will increase.

3. I feel that **ILLEGAL DRUG SALES OFTEN ACCOMPANY LEGAL SALE OF ALCOHOL IN MY NEIGHBORHOOD**. An illegal outdoor drug market was a serious problem at the liquor store at 4217 West Beltline frontage road that was brought up during the license hearings for Rocky's Liquors. The director of NAMI next door to complained of daytime drug/money exchanges and finding small bottles and needles in their basement window wells. I myself have found many small dope bags, mostly in the vicinity of the BP gas station at the corner of Verona Rd/W. Beltline. You'll recall the drug-related murder at that BP station in May 2016. I'd hate to see a grocery store become a hang-out for drug dealers that might frequent it because of the availability of alcohol at the same location. Not to speak of the fact that Head Start is adjacent to this location, MacDonald's is just across Red Arrow and another daycare is across from Head Start.

4. Finally, I believe that **STORES THAT SELL LIQUOR ARE MORE LIKELY TO BE HELD UP THAN THOSE THAT DON'T**. I know that Rocky's - and Zimmer's Liquor store before that at the same location - have experienced stick-ups with firearms. This is not an uncommon happening. Why not make the grocery store safer for both patrons and clerks by taking away alcohol as an incentive to crime?

Sincerely,

Mary Mullen
4337 Milford Road
Madison, WI 53711

**Official Service Area of the
Dunn's Marsh Neighborhood
Association, Inc.**

-  Neigh. Assn Boundary
-  1. Crawford Area
-  2. Marlborough area
-  3. Allied area
-  4. Belmar area
-  5. Marsh area
-  City of Madison
-  City of Fitchburg

Dunn's Marsh Neighborhood

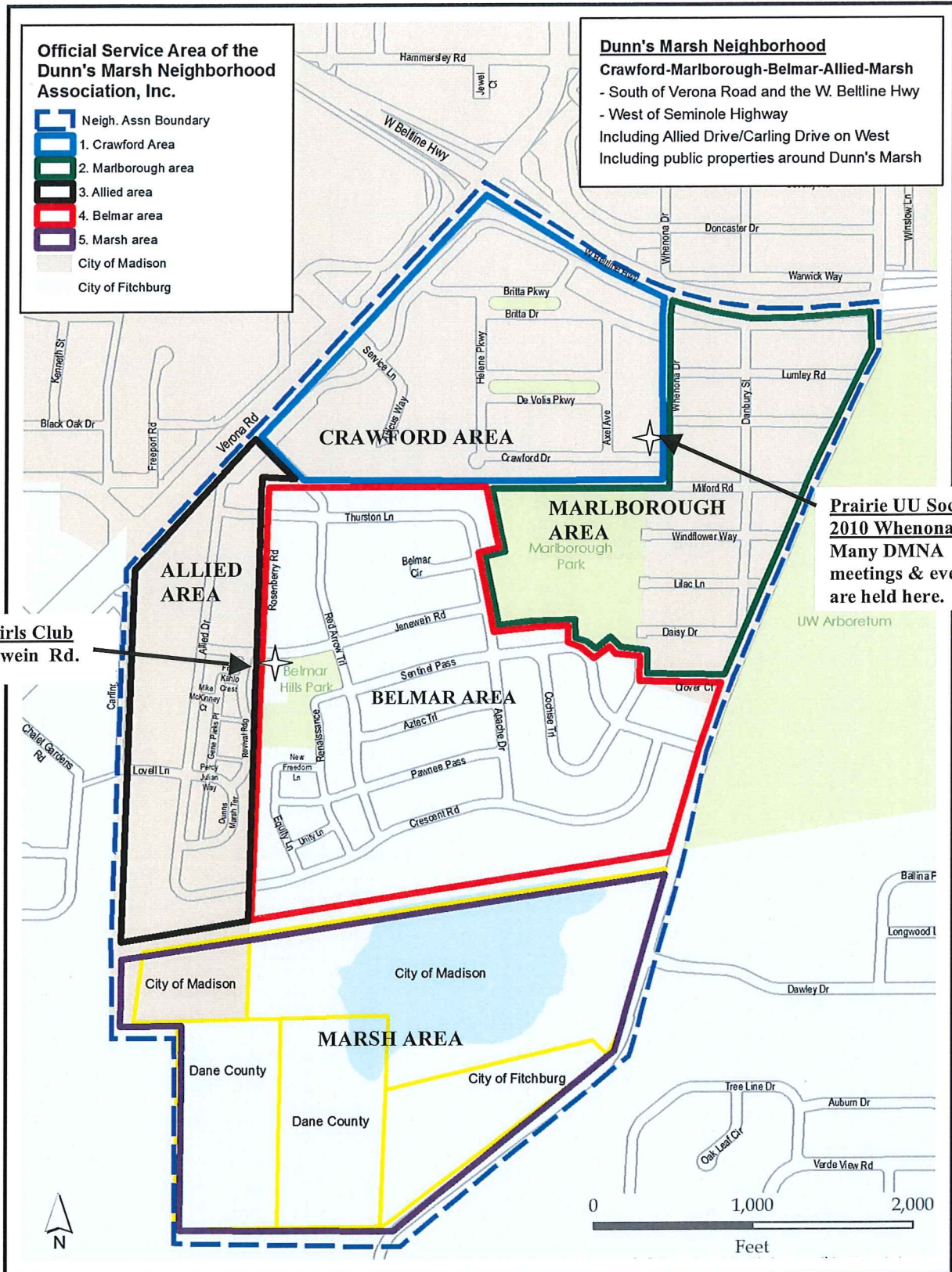
Crawford-Marlborough-Belmar-Allied-Marsh

- South of Verona Road and the W. Bellline Hwy
- West of Seminole Highway

Including Allied Drive/Carling Drive on West
Including public properties around Dunn's Marsh

Boys & Girls Club
4619 Jeneweine Rd.

Prairie UU Society,
2010 Whenona Dr.
Many DMNA
meetings & events
are held here.



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