

From: Joel Gratz <gratz@speedymail.org>
Sent: Friday, January 29, 2021 9:08 AM
To: All Alders; licensing; Clerk
Subject: Testimony2/2/2021 re: Kwik Trip Winnebago Street license. Item #55, Legistar #62957.
(OPPOSE LICENSE)
Attachments: Joel Gratz Opposition to Kwik Trip License Council testimony 2-2-2021.pdf

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Alders and Madison Clerk,

I understand the Kwik Trip/Stop N Go license for Winnebago Street is due for reconsideration at the next council meeting on 2/2/2021.

In light of the final motion to deny this license in early January I have provided some additional research I conducted that I hope you will find valuable in considering this matter again and agree that denial of the license remains both the correct decision and a defensible decision.

If you have any questions regarding the information here, please let me know and I am happy to walk thru the methodology or try to answer any questions. I will speak briefly on Tuesday and will reference this document.

Thanks and I ask the clerk to enter this document into the Legistar record.

Thanks,

Joel Gratz
10 N. 4th Street
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608-213-0825

TO: ALL City of Madison Alders

FROM: Joel Gratz
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DATE: January 27, 2021

RE: Opposition to New (Class A) Licenses for Kwik Trip dba Stop N Go at 2002 Winnebago Street
City Council Agenda Item #54 (2/2/2021) Legistar File # 62957, Reconsideration.

I am asking Council members to reaffirm your vote to deny issuing a new Class A License to Kwik Trip for the Stop N Go location they have purchased at 2002 Winnebago Street. I will also appear at the February 2nd meeting to speak on this issue and be available for questions.

Kwik Trip, the new owner of the Stop N Go location at Winnebago Street, is requesting a Class A alcohol sales license. This store is in an area that is both very dense with alcohol licenses generally and is near several schools, elementary, middle and high, which each have a high density of licenses nearby. When a license may be in a higher density area, it is all the more critical that policymakers who issue licenses fully consider not only if the applicant has met the minimum standards to obtain a license. Factors such as whether the applicant will be a good community member, understand their role in the community and neighborhood, communicate effectively with neighborhood residents and leaders when issues may arise, and provide other benefits to the community. I wrote to the Council in January:

"Particularly when the proposed licensee is not a local owner, it is all the more important that they demonstrate that commitment to and understanding of the neighborhood and the local community. Kwik Trips actions as they take over this Winnebago Street location have not demonstrated that understanding and commitment to the community."

During neighborhood meetings, community members raised legitimate concerns about licensing an additional store close to a neighborhood high school. Among seven characteristics that the Journal of Preventative Medicine noted place youth at a higher risk of excessive drinking were "clustering (i.e., the level of aggregation of outlets within a given area)" and "location (i.e., the proximity of alcohol retail sites to places of concern, such as schools or places of worship)."

(<https://www.thecommunityguide.org/sites/default/files/publications/Alcohol-AJPM-evrev-outlet-density.pdf>.) Both of those are factors at the Stop N Go location.

A review of alcohol license density near Stop N Go at Winnebago Street

It is essential to understand the density of alcohol licenses in the Shenk's Corners/Atwood Ave/Winnebago Street area where Stop N Go is located, and how that compares to other parts of the city. I obtained several data sets to review overall alcohol license density and the density of licenses near schools.

I utilized two sets of data to determine license holders' location: a list of all licenses issued by the Madison City Clerk's office and a second list reported to the Wisconsin Department of Revenue by each local municipality of all licenses in Dane County. While the City of Madison does not control non-Madison licenses' issuance, they remain relevant to an understanding of all density, especially near the City of Madison's edges. It is noteworthy though that non-Madison licenses only appeared in a few instances in the areas studied here. Each data set identified the class of licensee as well.

The other data set utilized a simple listing from the Madison Metropolitan School District web page of the address for each elementary, middle, and high school in the district.

I used a publicly available, open-source Geographic Information System (GIS) software product called QGIS to analyze the various data sets. Each address, both schools and licenses, was geocoded to assign a latitude and longitude to place them on a city and county map accurately.

Once geocoded, I conducted two types of analysis. First, the software identified which licenses were located within a half-mile of the school from each school location. I have provided summaries of these results in the tables included here. Second, I used the software to determine for each license how many other licenses exist within a half-mile of the original license. For example, Café Hollander is located at 701 Hilldale Way (Hilldale Mall), and within a one-half mile radius, there are 18 other licenses, 4 Class A and 14 Class B. This sort of analysis gives us an accurate picture of where license density is greatest.

A high density of licenses exists near schools close to the Stop N Go/Kwik Trip location on Winnebago Street. Looking first at middle and high schools near the Winnebago Street Stop N Go location, East High School only blocks away, and O'Keefe Middle is almost precisely one-half-mile away. Table A shows the number of licenses within the half-mile range for each middle and high school in the district. For both East High and O'Keefe Middle, there are 34 licenses meeting that criteria (though a slightly different 34 since the two schools are located in opposite directions from the Stop N Go). This density is tremendously higher than any other MMSD middle or high school. It is actually than double the next closest, Memorial High School/Jefferson Middle, which has a density from being located close to the West Towne Mall area. All other Middle and high schools are three or more times less than the East High School and O'Keefe Middle school areas in terms of alcohol density.

TABLE A: Class A and B Alcohol Licenses within ½ mile of Madison Public Middle and High Schools

Middle or High School	Class A Licenses	Class B Licenses	Total Licenses
Badger Rock Mid	1	5	6
Black Hawk Mid	0	1	1
Cherokee Heights Mid	5	4	9
East High	4	30	34
Hamilton Mid	0	1	1
Jefferson Mid	3	12	15
La Follette High	4	3	7
Memorial High	3	12	15
O'Keefe Mid	5	29	34
Sennett Mid	4	3	7
Sherman Mid	3	5	8
Spring Harbor Mid	3	2	5
West High	3	8	11
Whitehorse Mid	2	5	7
Wright Mid	2	7	9

Table B provides a similar analysis looking at alcohol license density concerning each MMSD elementary school. The two elementary schools close to Stop N Go are Emerson and Marquette. Marquette is co-located with O'Keefe Middle and shares the same density count of 34, while Emerson Elementary is slightly lower at

23 licenses. These are not the highest for any elementary schools but trail only the Lapham Elementary (K-2) school, which is on the Isthmus, the city's absolutely highest density. Marquette and Emerson otherwise exceed the density counts of other elementary schools by several multiples. (Tables C and D provide the full list of each license within a half-mile of East and O'Keefe/Marquette.)

TABLE B: Class A and B Alcohol Licenses within ½ mile of Madison Public Elementary School

Elem School	Class A Licenses	Class B Licenses	Total Licenses
Allis Elem	1	9	10
Chávez Elem	2	0	2
Crestwood Elem	2	1	3
Emerson Elem	4	19	23
Falk Elem	1	0	1
Franklin Elem (K-2)	1	10	11
Gompers Elem	0	1	1
Hawthorne Elem	2	7	9
Henderson Elem	1	3	4
Kennedy Elem	1	0	1
Lake View Elem	3	5	8
Lapham Elem (K-2)	7	46	53
Leopold Elem	6	5	11
Lincoln Elem (3-5)	4	3	7
Lowell Elem	1	16	17
Marquette Elem	5	29	34
Midvale Elem (K-2)	0	1	1
Muir Elem	2	3	5
Randall Elem (3-5)	3	19	22
Sandburg Elem (053)	2	3	5
Schenk Elem	2	5	7
Shorewood Elem	3	8	11
Stephens Elem	0	2	2
Thoreau Elem	0	1	1
Van Hise Elem	0	1	1

Beyond the high density of licenses in proximity to several schools, the Shenk's Corners area is the center of the second-highest alcohol license density in the city outside of the Isthmus/Campus area.

There are 262 licenses in the city with 30 or more other licenses within a half-mile of their location. (This is from approximately 1100 licenses in the entire county). The top 215 of these are located within the Isthmus (defined as the 53703 zip code) or in the vicinity of Campus (Regent Street and University Avenue primarily). The Isthmus Campus area's density ranges from a high of 154 (centered near the top of State Street) to 35 (along Williamson Street and the East Washington Corridor).

The second most dense area is the Schenk/Atwood area around Stop N Go/Kwik Trip at Winnebago Street. The density within ½ mile of most licenses in this area is 35 to 30. From the Barrymore Theater to Winnebago Street area, the density of each is 35. Density in this area generally exceeds that of the East Towne and West Towne mall areas, the next most dense areas. No other mostly residential neighborhood

areas approach this density. (For comparison purposes, a similar neighborhood with the next greatest density is along Monroe Street and falls in the range of about 22 licenses within a half-mile from each other).

It is clear that the requested license for Stop N Go is both very close to several schools and is the center of a cluster; both factors research has warned about putting youth at greater risk for excessive alcohol consumption.

I remain opposed to Kwik Trip being granted an alcohol license not because they closed the post office location in their store (that was undoubtedly their right), but because their process of doing so without engaging the community in advance, both to understand the impact to the neighborhood and allowing the neighbors to seek alternatives before the post office location was lost. In this context, Kwik Trip should be judged as to whether they should be granted a license in an area with already high alcohol license density. There are both greater responsibilities for a licensee at such a location and a greater need to offset adverse impacts with other positive community benefits. Kwik Trip fails to pass that test.

Corporations like Kwik Trip preach that they are good community members and citizens. Still, they must also show that through actions and in this case Kwik Trip has shown the opposite and as such they should get extra scrutiny of their license request and the location to be licensed.

The applicant's actions are directly relevant to determining if an applicant will be responsible and responsive to any future issues relating to this license. Kwik Trip's failure to adequately connect with the community in this situation should raise doubts about their responsiveness and communication with the community if they are licensed and issues of underage access to alcohol sales or other problems should arise. They have not proven through their actions that they are worthy of being approved here.

I ask you to sustain your vote opposing a license Kwik Trip/Stop N Go at 2002 Winnebago Street.

Table C: Licensees within ½ mile of East High School

Licensee	Dist to East HS	Class A Lic.	Class B Lic.
EL SABOR DE PUEBLA - 305 N FOURTH ST	0.1		B
THE WINNEBAGO ARTS CAFE - 2262 WINNEBAGO ST	0.2		B
WOODY & ANNE'S - 2236 WINNEBAGO ST	0.2		B
KWIK TRIP 960 - 401 N THIRD ST	0.2	A	
UNION CORNERS BREWERY - 2438 WINNEBAGO ST	0.3		B
STOP-N-GO #255 - 2002 WINNEBAGO ST	0.3	A	
LAO LAAN XANG - 2098 ATWOOD AVE	0.3		B
BARRYMORE THEATRE - 2090 ATWOOD AVE	0.3		B
ALCHEMY CAFE - 1980 ATWOOD AVE	0.4		B
PLAYERS SPORTS BAR - 2013 WINNEBAGO ST	0.4		B
THE ATWOOD - 2116 ATWOOD AVE	0.4		B
BAR CORALLINI - 2004 ATWOOD AVE	0.4		B
GREEN OWL, THE - 1970 ATWOOD AVE	0.4		B

NOOK - 2138 ATWOOD AVE	0.4		B
IDEAL BAR - 1968 ATWOOD AVE	0.4		B
WILSON'S BAR AND GRILL - 2144 ATWOOD AVE	0.4		B
BARRIQUES - 2166 ATWOOD AVE	0.4		B
THE MALT HOUSE - 2609 E WASHINGTON AVE	0.4		B
MONTY'S BLUE PLATE DINER - 2089 ATWOOD AVE	0.4		B
TEX TUBB'S TACO PALACE - 2009 ATWOOD AVE	0.4		B
BARLEYPop TAP AND SHOP - 2045 ATWOOD AVE 107	0.4		B
MONSOON SIAM - 2045 ATWOOD AVE 109	0.4		B
TABLE WINE - 2045 ATWOOD AVE 111	0.4		B
HARMONY BAR AND GRILL - 2201 ATWOOD AVE	0.4		B
CROSTINI SANDWICHES - 231 NORTH ST	0.4		B
MINTMARK - 1929 WINNEBAGO ST	0.5		B
OHIO TAVERN - 224 OHIO AVE	0.5		B
DEXTER'S PUB - 301 NORTH ST	0.5		B
MADISON PANTRY - 2022 FORDEM AVE	0.5	A	
SLICES BAR AND GRILL - 2417 PENNSYLVANIA AVE	0.5		B
FADED KITCHEN - 1738 FORDEM AVE	0.5		B
COCO VAA CHOCOLATIER - 1815 E WASHINGTON AVE 100	0.5		B
BUNKY'S CAFE - 2425 ATWOOD AVE	0.5		B
JENIFER STREET MARKET - 2038 JENIFER ST	0.5	A	
NEXT DOOR BREWING CO - 2439 ATWOOD AVE	0.5		

Table D: Licensees within ½ mile of O'Keefe Middle/Marquette Elem.

Licensee	Dist of O'Keefe Middle School	Class A Lic.	Class B Lic.
BANZO SHUK - 1511 WILLIAMSON ST	0.1		B
HA LONG BAY - 1353 WILLIAMSON ST	0.1		B
MICKEY'S TAVERN - 1524 WILLIAMSON ST	0.2		B
GIB'S - 1380 WILLIAMSON ST	0.2		B
GRAMPA'S PIZZERIA - 1374 WILLIAMSON ST	0.2		B
LAZY JANES - 1358 WILLIAMSON ST	0.2		B
CRYSTAL CORNERS BAR - 1302 WILLIAMSON ST	0.2		B
WILLIAMSON STREET GROCERY CO-OP - 1221 WILLIAMSON ST	0.3	A	
CAFE CODA - 1224 WILLIAMSON ST	0.3		B
STAR LIQUOR - 1209 WILLIAMSON ST	0.3	A	

WEARY TRAVELER FREE HOUSE - 1201 WILLIAMSON ST	0.3		B
BURAKA - 1210 WILLIAMSON ST	0.4		B
MINTMARK - 1929 WINNEBAGO ST	0.4		B
MARIA'S - 1444 E WASHINGTON AVE	0.4		B
LAO LAAN-XANG RESTAURANT - 1146 WILLIAMSON ST	0.4		B
COCO VAA CHOCOLATIER - 1815 E WASHINGTON AVE 100	0.4		B
PASQUAL'S CANTINA - 1344 E WASHINGTON AVE	0.4		B
TOKYO SUSHI - 1133 WILLIAMSON ST	0.4		B
WILLIAMSON MINI MART - 1130 WILLIAMSON ST	0.4	A	
BALDWIN STREET GRILLE - 1304 E WASHINGTON AVE	0.4		B
TEX TUBB'S TACO PALACE - 2009 ATWOOD AVE	0.4		B
JENIFER STREET MARKET - 2038 JENIFER ST	0.5	A	
IDEAL BAR - 1968 ATWOOD AVE	0.5		B
MADISON ASSOCIATION OF THE DEAF - 1109 WILLIAMSON ST	0.5		B
GREEN OWL, THE - 1970 ATWOOD AVE	0.5		B
BARLEYPop TAP AND SHOP - 2045 ATWOOD AVE 107	0.5		B
MONSOON SIAM - 2045 ATWOOD AVE 109	0.5		B
TABLE WINE - 2045 ATWOOD AVE 111	0.5		B
ALCHEMY CAFE - 1980 ATWOOD AVE	0.5		B
GRACE COFFEE - 1216 E WASHINGTON AVE	0.5		B
BAR CORALLINI - 2004 ATWOOD AVE	0.5		B
PLAYERS SPORTS BAR - 2013 WINNEBAGO ST	0.5		B
ROMAN CANDLE, THE - 1054 WILLIAMSON ST	0.5		B
STOP-N-GO #255 - 2002 WINNEBAGO ST	0.5	A	