

Alcohol License Review Committee
Meeting of April 26, 2018
Agenda #28, I/O Arcade Bar
Legistar #50597

Many comments have been submitted in support of I/O Arcade bar, and there seems to be support for having an arcade bar on Madison's east side.

The question is whether Williamson is the right location. Many people attended the neighborhood meeting. Gamers were there to express support and opined that gamers are more interested in gaming than in getting drunk. Neighbors expressed various concerns, including parking and having yet another fully licensed drinking establishment. More concerns were voiced than support.

Of concern to many residents is the continued increase in alcohol capacity. The capacity of establishments where alcohol is served, or approved to be served, on Williamson or within one block north of Williamson, is approximately 2,800 persons. About 2,500 of that capacity is in approximately 7 blocks. How much saturation is enough? Attached is a capacity map. This map is not 100% accurate (e.g., new license approvals and conditional use approvals for breweries/distillery expansions), but it is a much better representation of alcohol than the map labeled item #10 in this Legistar record.

Parking is not directly a concern of the ALRC, but there essentially is not any parking associated with this use that has a proposed capacity of 155 persons. The application states there are 30 parking places available. But the applicant said that these surface lot spaces are for residents and any/all commercial uses. The letter of intent for this development reflects 141 residential units and a total (underground and surface) of 140 parking spaces. Thus, it is questionable how much, if any, parking will be available. Further, there are only 32 exterior bike stalls, per the letter of intent.

What this neighborhood does not need is another bar (though many would argue the neighborhood does not need any more establishments that sell alcohol). Thus, the MNA letter asks for a requirement that the applicant maintain 25 games in order to ensure the establishment remains "indoor recreation" rather than a bar. However, clarification is required since, arguably, if the I/O Arcade has 25 Monopoly games, then that could qualify under the MNA proposed condition. Please consider the following condition:

The applicant must maintain a minimum of 25 functioning arcade games/pinball machines.

Please also require as a condition of the license that the applicant maintain an on-site smoking area. The applicant's lease contained language requiring the applicant to even keep smokers off the sidewalk (so residents would not be disturbed), which would then force smokers and their litter onto neighboring properties. The applicant provided an email stating: "I talked with the McGrath group yesterday and we've come to an agreement that there will be a designated smoking area on the Southeast corner of the lot." Please require that the applicant direct customers to this area:

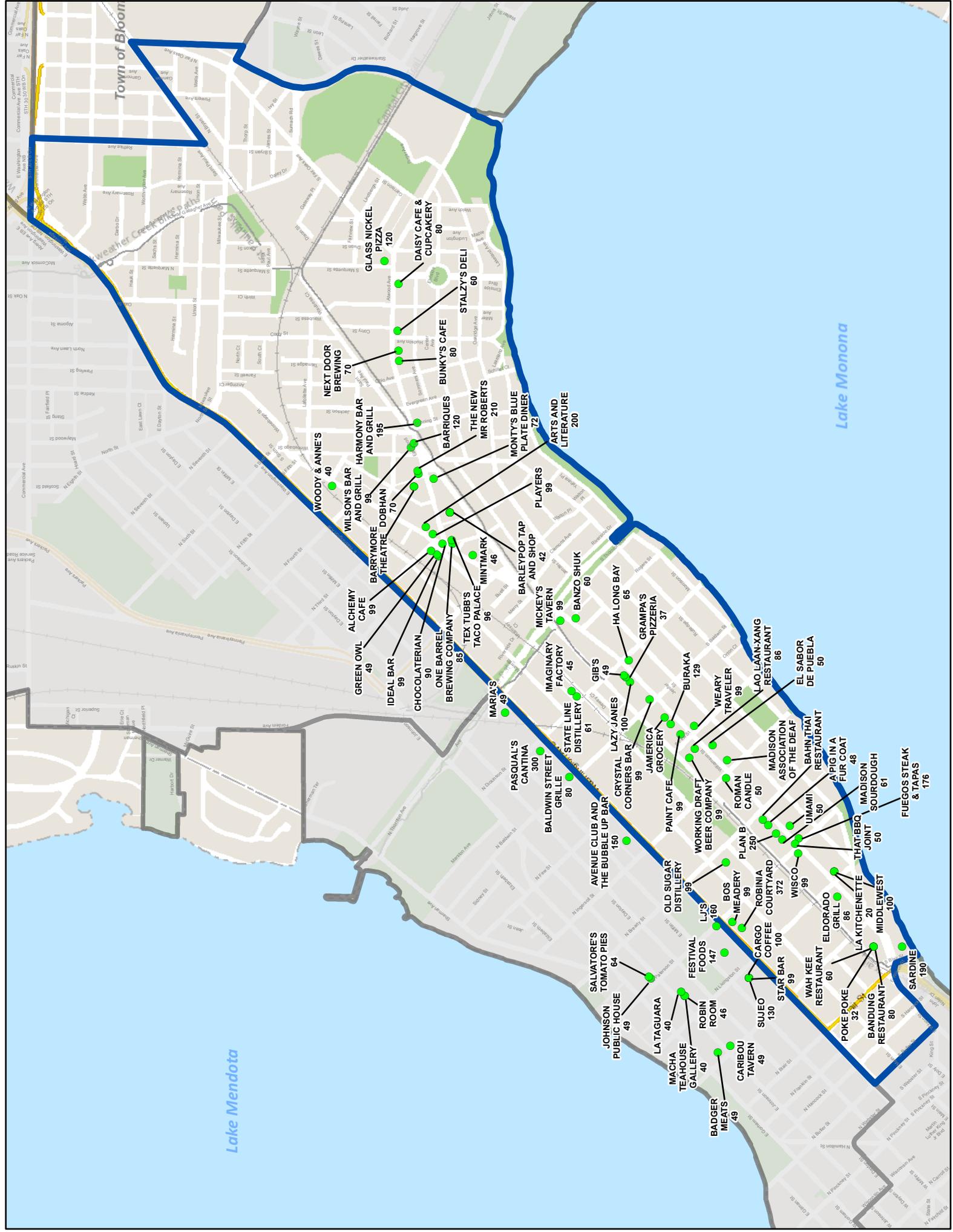
The applicant must have signage at each exit door directing patrons to the smoking area.

Town of Bloom

Weather Creek Park

Lake Monona

Lake Mendota



GLASS NICKEL PIZZA 120

DAISY CAFE & CUPCAKERY 80

STALZY'S DELI 60

NEXT DOOR BREWING 70

BUNKY'S CAFE 80

MR ROBERTS 210

WOODY & ANNE'S 40

BARRIQUES 120

PLAYERS 99

WILSON'S BAR AND GRILL 98

THE NEW MONTELLI 120

MICKEY'S TAVERN 99

HARMONY BAR AND GRILL 195

THE NEW MONTELLI 120

BANZO SHUK 60

BARRYMORE THEATRE DOBHAN 70

BARLEYPOP TAP AND SHOP 42

GIB'S 49

ALCHEMY CAFE 99

MICKEY'S TAVERN 99

HA LONG BAY 65

GREEN OWL 49

IMAGINARY FACTORY 45

GRAMPA'S PIZZERIA 37

IDEAL BAR 99

STATE LINE DISTILLERY 61

BURAKA 129

CHOCOLATERIAN 90

CRYSTAL LAZY JAMES 100

WEARY TRAVELER 99

ONE BARREL BREWING COMPANY 85

CORNERS BAR 99

LAO LAAN-XANG RESTAURANT 86

TEX TUBBS TACO PALACE 96

JAMERICA GROCERY 99

EL SABOR DE PUEBLA 50

MARIA'S 49

PAINT CAFE 99

BAHN THAI RESTAURANT 50

PASQUAL'S CANTINA 300

BALDWIN STREET GRILLE 80

AVENUE CLUB AND THE BUBBLE UP BAR 150

OLD SUGAR DISTILLERY 99

WORKING DRAFT BEER COMPANY 99

PLAN B 250

MADISON ASSOCIATION OF THE DEAF 50

UMAMI 50

APIG IN A FUR COAT 48

MADISON SOURDOUGH JOINT 50

FUEGOS STEAK & TAPAS 176

IMAGINARY FACTORY 45

STATE LINE DISTILLERY 61

CRYSTAL LAZY JAMES 100

PAINT CAFE 99

WORKING DRAFT BEER COMPANY 99

PLAN B 250

MADISON ASSOCIATION OF THE DEAF 50

UMAMI 50

APIG IN A FUR COAT 48

MADISON SOURDOUGH JOINT 50

FUEGOS STEAK & TAPAS 176

AVENUE CLUB AND THE BUBBLE UP BAR 150

OLD SUGAR DISTILLERY 99

WORKING DRAFT BEER COMPANY 99

PLAN B 250

MADISON ASSOCIATION OF THE DEAF 50

UMAMI 50

APIG IN A FUR COAT 48

MADISON SOURDOUGH JOINT 50

FUEGOS STEAK & TAPAS 176

LA TAGUARA 40

MACHA TEAHOUSE GALLERY 40

ROBIN ROOM 46

SUJEO COFFEE COURTYARD 130

STAR BAR 100

WISCO 99

EL DORADO GRILL 86

LA KITCHENETTE 20

MIDDLEWEST 100

SARDINE 190

LA TAGUARA 40

MACHA TEAHOUSE GALLERY 40

ROBIN ROOM 46

SUJEO COFFEE COURTYARD 130

STAR BAR 100

WISCO 99

EL DORADO GRILL 86

LA KITCHENETTE 20

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