



Office of the Common Council
Ald. Sheri Carter, District 14

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March 21, 2018

To: Tom Landgraff, Alcohol License Review Committee Chair
Alcohol License Review Committee Members

Re: Agenda Items #15 Legistar #50604
La Escondida Mexican Grill, LLC
dba: La Escondida Mexican Grill - 1821 S. Park Street
Owner: Ms. Juana Jessica Torres

On March 7, 2018 I sent Ms. Torres an electronic communication regarding her submission for a Change of License Conditions. The purpose of the communication was to inform her of the surrounding neighbor's position regarding "bar time" closing hours.

[original communication 3/7/18]

I held the first neighborhood meeting for you on Tuesday, September 12, 2017 at the Catholic Multicultural Center on Beld Street. You presented your business to the Beld Street neighbors, and the residents stated that they were not interested in having late night hours at this location. On Wednesday, September 13, 2017 at the Alcohol License and Review Committee (ALRC) meeting you agreed to the following conditions:

- 1) Establishment will close Sunday through Saturday at 10:00 pm.
- 2) Establishment will keep any amplified sound speakers directed towards South Park Street.
- 3) The establishment must meet the definition of a restaurant as defined by Madison General Ordinance 38.02 at all times.

On October 3, 2017 the Common Council granted your license with the above conditions. The license was issued on October 5, 2017.

On January 17, 2018 you appeared before the ALRC requesting a change of conditions. At this meeting both Captain Patterson, Atty. Jennifer Zilavy, and I stated it was premature to file a change of conditions after 3 months of operating under the license. We ask that you wait until September to request any changes to the conditions. The ALRC voted not to approve your change of conditions. This action by the ALRC upheld the conditions on your license which was issued on October 5, 2017.

Recently, I was notified that you have filed a change of conditions to be heard at the March 21, 2018 ALRC meeting for late night operating hours for Friday and Saturday for three months (March, April, and May). I have communicated with the neighborhood

regarding your request of change of conditions. The residents are standing firm on keeping the operating hours for 1821 S. Park Street from 10:00 am to 10:00 pm Sunday to Saturday. This location has had its share of problems for many years, and the Bram's Addition neighborhood especially the Beld Street neighbors had to live through those tumultuous times.

I extended an offer to hold a neighborhood meeting for the neighbors to discuss with you the change of conditions. However, the offer was rejected by the neighbors because they do not want to participate in a meeting when they are not open to having any late night operating hours at this location.

I hope I have provided you an understanding of where the neighborhood stands on your request. I have always been a supporter of local businesses, but this location is not amicable for any late-night hours.

I spoke with Ms. Torres on March 8, 2018 regarding the communication I sent her on March 7, 2018. Ms. Torres stated that she only wanted specific dates to accommodate football/boxing events and private parties. At that time, I asked Ms. Torres to send Captain Patterson and I the dates for the events for us to send them out to the neighbors. Keeping in mind that the neighbors have been very clear on their position.

On March 19th Captain Patterson and I received the following dates for changing the operating hours to 10:00 am to 2:30 am and private parties once per month

April	May	June	July	September	October
Saturday - 14 th Saturday - 28 th Sunday - 29 th	Saturday - 5 th Saturday - 19 th Sunday - 20 th	Saturday - 9 th Saturday - 30 th	Saturday - 7 th Saturday - 28 th Sunday - 29 th	Saturday - 1 st Saturday - 15 th Sunday - 16 th	Saturday - 27 Sunday - 28 th

In January 2018 a change of license condition was submitted for changing the operating hours for Sunday to Wednesday operating hours from 10:00 am to 11:00 pm and Thursday to Saturday operating hours 9:00 am to 2:30 am (see legistar 49736)

In March 2018 a change of license conditions was submitted for changing the operating hours for March, April, and May 10:00 am to 2:30 am and 1 reservation per month.

From last September to present Ms. Torres has continually tried to change the license condition operating hours for this establishment. I can not support this request

Sincerely,

Alder Sheri Carter