



# 421 S PARK PROPOSED RETAIL

## FLOOR PLAN

**Corporation** - Becco, Inc.

**Date:** 03/12/2026

**Prepared for:** City of Madison

- **Business Plan for 421 S. Park Street:**

- Business Type: Retail Liquor Store (Class A Liquor, Beer and Cider)
- Address: 421 S. Park Street, Madison, WI
- Business Model: Off-premise alcohol sales (no on-site consumption)
- Target Customers:
  - Local residents
  - 40k to 60k daily drivers passing by
  - Professionals working nearby (nurses, doctors, bankers, etc.)
  - UW Madison students, specifically graduate students
  - Special event and game attendees entering downtown
- Goal:
  - Our goal is to establish an independent neighborhood liquor store that is a clean and organized to provide a welcoming and aesthetic shopping experience. The store will have a boutique-style mom and shop feel, with carefully curated displays and an emphasis on maintaining a well-organized and easy-to-navigate retail environment. The concept is intended to serve the diverse community surrounding South Park Street, including neighborhood residents, young professionals, and the growing population in the area as new apartment developments continue to be built. In addition, the store will serve many professionals working nearby, including those in the medical and healthcare sector.

While there are other liquor stores located closer to the UW–Madison campus, many of those businesses primarily cater to the student population. Our store will focus on providing a different type of retail experience by offering a curated and diverse product selection, with a focus on high-quality bourbons, craft beer, and unique beverage offerings. The goal is to create a cleaner, more refined shopping experience that appeals to a broad range of adult consumers. The location at 421 South Park Street also provides a convenient stop for individuals entering downtown Madison for events, games, or other activities. With accessible parking and easy access along a major corridor, customers will be able to stop briefly to shop without needing to drive deeper into the campus area, where parking is limited and causing more traffic congestion. We

believe this type of retail operation will provide a safe, responsible, and positive addition to the neighborhood while offering a convenient and well-maintained option for customers in the surrounding community.

- We aren't hoping to be just a liquor store on park street. Our goal is to become a positive part of the neighborhood and community, much like George's Flowers was at this location for many years. We want to contribute to the community and garner the respect as they were able to do so.

Our family has been part of the Stoughton business community for over 20 years. During that time, we have built a reputation not simply as a retail liquor store, but as a family that cares about the city we serve. Many people in the community have watched us grow up over the years and know our family.

We believe in operating our liquor store business in a caring and responsible way, with the feel of a neighborhood "mom and pop" shop where customers feel welcomed and respected. We want customers to feel that they are not only shopping at a store, but supporting a local business that values its neighbors.

In Stoughton, we have always made an effort to give back to the community by supporting local fundraisers, contributing to hospitals, fire and police departments, and organizing raffles to help families facing difficult circumstances. We hope to bring that same community-focused approach to our business at 421 South Park Street.

- **Location & Neighborhood Fit:**
  - Located on South Park Street just before entering downtown/campus
  - High visibility to:
    - Neighborhood residents (current and future)
    - Commuters
    - Campus visitors
    - Downtown visitors
  - Nearby demand from:
    - Professionals in the area (staff at UW Madison, medical professionals, government professionals, corporate professionals, etc.)
    - Residents in the area
    - Student population (specifically graduate students)
    - Event traffic

- 40k to 60k daily commuters on the road
  - The store will provide safe, regulated alcohol retail and improved access to specialty beverages.
  
- **Products Offered:**
  - Craft Beer – rotating selection
  - Imported Beer
  - Wisconsin Craft Beer
  - Domestic Beer (kegs will be none or very limited, they are a pain)
  - Wine
  - Midwest/Wisconsin Wine
  - Liquor and Spirits
  - Cider
  - Mead
  - Non-Alcohol Beer
  - Non-Alcohol Spirits
  - Non-Alcohol Craft Beer
  - Vermouth and Aperitifs
  - Local alcohol and non-alcohol products
  - Tobacco & Cigarettes (kept only behind the counter)
  - Local and International Snacks
  - Non-Alcohol drinks such as juices, soda, Gatorade, water
  - Niche non-alcohol sodas
  
- **Hours of Operation:**
  - Mon – Sat: 10 am to 9 pm
  - Sunday: 10 am to 7 pm
  
- **Responsible Alcohol Sales Plan:**
  - All staff trained in Wisconsin Responsible Beverage Server Training
  - ID checks for anyone appearing under 40
  - Electronic ID scanner
  - Refusal of sales to intoxicated persons
  - No loitering policy outside the store
  - HD Cameras installed in retail space, in beer caves and outdoors parking area
  - Cooperation with Madison Police Department whenever needed

- **Staffing Plan:**
  - 2-3 employees initially
  - All staff must hold or obtain Wisconsin Operator/Bartender License
  - We are very hands on owners; we will be involved and at the location daily
  
- **Security and Safety Plan:**
  - HD Security cameras inside and outside, includes inside beer caves/coolers
  - Exterior lighting, especially to be kept on overnight to help easily notice anyone around the building
  - Clear sight lines inside the store (posters and LED signs won't be all over the place covering up the windows or buildings)
  - Cooperation with neighborhood groups
  - Cooperation with Madison Police Department
  
- **Store Layout:**
  - See floor plan for more visual details
  - Retail sales floor with shelving
    - High theft items and priced items will be on shelving behind the counter
  - Beer coolers/caves
  - Storage/stock room with locked door
  - Checkout counter near entrance
  - Office space on 2<sup>nd</sup> floor only accessible to owners and will hold all records/invoices