

You don't often get email from [tyleeps@gmail.com](mailto:tyleeps@gmail.com). [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alder Evers and Members of the Alcohol License Review Committee,

I am writing to express my opposition to the current proposed liquor store and any potential gambling establishment at 421 S. Park Street. I own Brittingham Boats, which operates in Brittingham Park. I live on West Shore Drive and am a community member deeply invested in the well-being and safety of the Brittingham Park neighborhood. I am concerned that this proposal would exacerbate existing challenges rather than contribute positively to the area.

Brittingham Park and the surrounding neighborhood have long experienced issues related to alcohol misuse. Despite regulations prohibiting alcohol consumption in the park, there are frequent gatherings and parties where drinking occurs. Introducing a nearby off-premises liquor outlet would likely intensify these ongoing concerns by increasing the accessibility of alcohol and further fueling problematic behavior.

Additionally, the area has faced significant public safety challenges in the past, particularly related to the former La Hacienda establishment. Late-night disturbances, disorderly conduct, and police interventions were persistent issues that negatively impacted neighborhood safety and quality of life. As these issues became more frequent and serious, La Hacienda took appropriate steps to assume responsibility and manage them. The prospect of a new liquor store—or, more concerning, a gambling or casino-style operation serving alcohol—raises serious questions about repeating these past problems with lack of oversight or accountability once the purchase leaves their premises.

Recent community correspondence has also suggested that the proposed location may be associated with a gambling or casino-style business. Although I do not see it listed on the application, a website (<https://bovadacasino.live/madison-wi.html>) states that Bovada is coming to this location. Bovada is widely recognized as an online, offshore gambling platform that is not licensed or regulated within the United States. The possibility of combining gambling activities with alcohol sales introduces an additional layer of risk, including increased potential for addiction, financial hardship, and public safety concerns. Given these implications, it is essential that the City ensure full transparency and provide opportunities for robust community engagement before any approvals are considered.

While I am currently opposed to the issuance of a Class A liquor license for off-premises sales at this location. I want to clarify that I am not opposed to alcohol sales in this area. However, I believe it is critical that the alcohol should be purchased and consumed onsite, where there are trained staff, and clear accountability by the provider. Many of these businesses – Including La Hacienda have proven to contribute to a positive and vibrant neighborhood without exacerbating public safety concerns.

Given the proximity of this site to Brittingham Park, nearby residential neighborhoods, and ambiguity around what will be provided at this location, I respectfully urge the City to:

1. **Deny the Class A Liquor/Beer/Cider license** for 421 S. Park Street until we can
  - a) **Investigate and clarify** whether gambling or casino-style activities are being proposed in conjunction with this application.
  - b) **Facilitate a public informational meeting** to ensure that neighborhood associations—including the Monona Bay, Bay Creek, and Greenbush Neighborhood Associations—are fully informed and able to provide input.
  - c) **Consider the cumulative impact** of alcohol-related establishments in this area and prioritize land uses that enhance community safety and well-being.

The decisions made regarding this proposal will have lasting impacts on the character and safety of our neighborhood. I respectfully request that you give significant weight to residents' concerns and act in the community's best interests.

Thank you for your time, consideration, and continued service to our city. I would appreciate being kept informed of any developments related to this application.

Sincerely,

Tyler Leeper

--