

Phelps, Jean

From: Woulf, Mark
Sent: Wednesday, March 18, 2015 2:27 PM
To: licensing; Phelps, Jean
Subject: FW: Freiburg Gastropub Recommendation

For distribution.

From: Dailey, Lucas
Sent: Wednesday, March 18, 2015 12:57 PM
To: Woulf, Mark
Subject: Freiburg Gastropub Recommendation

Commissioners,

I recommend approval of the Freiburg Gastropub with the following conditions.

- Sunday-Thur 9pm closing
- Fri-Sat 10pm closing
- No outdoor seating

On Monday I hosted a neighborhood meeting for the restaurateurs to present their proposal to neighbors notified by postcard within a couple of blocks of the location. There were 15-20 residents at the meeting, including the family that is immediately next to the property (their backyard), and many neighbors within the next few houses on adjoining streets. At the meeting all attendees said they supported the proposal.

That said there were some concerns raised at the meeting, and I've also been contacted by a few other residents with concerns.

The largest concern I've heard is about the impact of restaurant parking on the adjacent residential streets and the attendant noise of patrons returning to their cars in the evening. I believe it will add some amount of stress to those streets, but I don't believe it will reach a level that would be sufficient to deny the license. I believe the residents at the meeting felt the same as the increased parking was widely acknowledged and discussed, but no one expressed that it was a deal-breaker, and when asked explicitly at the end of the meeting who supported the project there was no opposition and almost all smiles. (My recollection was all smiles, but I didn't think to actually count!)

This would be the only restaurant on the north side of Monroe in this area, and there have been restaurants there in the past. It's entirely possible this restaurant will bring the adjacent neighborhood streets to their carrying capacity, however, but it seems unlikely to me to exceed it. There are has added parking stress from the new cafe 1 block away but that seems to be a stressor almost exclusively in the morning when this restaurant wouldn't be in operation. Consequently I don't believe there will be much of a compounded effect, though certainly some.

The owners also mentioned that they secured some parking spaces for a valet service they were contracting with and that they'd work to expand those spaces to help cut down on neighborhood parking. I'm personally not optimistic about the use of the service by future patrons and discounted it in my consideration of the street parking issue.

One other concern I've heard, though it wasn't expressed at the meeting, was about outdoor seating. Though the immediately adjacent family only expressed concerns about it related to fire safety, since the seating wasn't part of their application and consequently wasn't scrutinized by the public and only came up conversationally as something the owners were looking into in the future, I'd recommend explicitly prohibiting it now to ensure that a subsequent review take place if the owners want to pursue it.

cheers,
Lucas

Phelps, Jean

From: Bret Solberg [bret@bossol.com]
Sent: Wednesday, March 18, 2015 1:14 PM
To: licensing
Subject: 2612 Monroe Street

Follow Up Flag: Follow up
Flag Status: Flagged

For your consideration:

While I am concerned about having more alcohol in the area (and all the normal arguments made about it), especially being a parent, I also realize a business depends on these sales.

In this area, we depend on balance between residential and commercial zones.

In regards to this business, if it's granted an alcohol license, an issue involving balance lies in the prospect of adding outdoor seating behind the building.

While I understand from the patron/owner standpoint this is/seems attractive and is possibly the alternative from having a sidewalk cafe, this would be appropriate for a venue with more of a buffer, where you're not immediately abutting a residential neighborhood.

It shouldn't even be a consideration on this side of the street. While across the street isn't much better, there is some degree of buffer between businesses and apartments. In the case of the Laurel, you have a parking lot in the rear with a park behind that, rather than the neighborhood.

If I had 10 to 15 people over on my back porch every night of the summer/fall until 10pm or so for some appetizers and drinks, I know I would have successfully annoyed my neighbors and racked up some noise complaints by the end of the first week.

In effort of balance, I urge you not to support this component of the plan.

- Bret Solberg

Phelps, Jean

From: Dailey, Lucas
Sent: Wednesday, March 18, 2015 1:11 PM
To: Priscilla Arsove; licensing
Cc: Bidar-Sielaff, Shiva; Subeck, Lisa
Subject: RE: Alcohol License for Freiburg Gastropub, 2612 Monroe St.

Follow Up Flag: Follow up
Flag Status: Flagged

Priscilla, thank you for your thoughts on the license. Outdoor seating wasn't included within their license application, so my understanding is it wouldn't be allowed. Just to be sure, I just recommended to the ALRC to explicitly prohibit outdoor seating, to force another review if the owners wanted to pursue it in the future.

The owners also said they aren't pursuing any outdoor seating now, but had thought about considering it in the future.

And FYI I'm pasting below the recommendation I sent to the ALRC.

cheers,
Lucas

Commissioners,

I recommend approval of the Freiburg Gastropub with the following conditions.

Sunday-Thur 9pm closing
Fri-Sat 10pm closing
No outdoor seating

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That said there were some concerns raised at the meeting, and I've also been contacted by a few other residents with concerns.

The largest concern I've heard is about the impact of restaurant parking on the adjacent residential streets and the attendant noise of patrons returning to their cars in the evening. I believe it will add some amount of stress to those streets, but I don't believe it will reach a level that would be sufficient to deny the license. I believe the residents at the meeting felt the same as the increased parking was widely acknowledged and discussed, but no one expressed that it was a deal-breaker, and when asked explicitly at the end of the meeting who supported the project there was no opposition and almost all smiles. (My recollection was all smiles, but I didn't think to actually count!)

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cheers,
Lucas

Lucas Dailey
DISTRICT 13 ALDER
CITY OF MADISON
(608) 535-1214

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Priscilla Arsove <parsove@gmail.com>
Sent: Wednesday, March 18, 2015 10:34 AM
To: licensing
Cc: Dailey, Lucas; Bidar-Sielaff, Shiva; Subeck, Lisa
Subject: Alcohol License for Freiburg Gastropub, 2612 Monroe St.

To Members, Alcohol License Review Committee:

I am writing in reference to the alcohol license application for the Freiburg Gastropub at 2612 Monroe. I do not believe the license should be approved with plans for an outdoor seating area behind the restaurant (and in direct proximity to neighborhood backyards).

Plans for an outdoor seating area were shared with neighbors for the first time at a public information meeting I attended on Monday night, just two days before tonight's hearing. This was quite a surprise. Given the location, it never occurred to me (or anyone I've since communicated with) that outdoor seating would even be a possibility at this establishment.

The proposed seating area would directly adjoin neighboring backyard(s) and would be in close proximity to apartment dwellers in The Monroe. There is no way to adequately shield noise impacts in an "open air" setting, and those impacts to neighbors would be frequent, continuous, and significant in warm-weather months.

Outdoor seating is a delightful amenity for restaurant and bar patrons, but doesn't belong near neighborhood backyards. I urge you to seriously consider these impacts, and not to improve a license for plans that include outdoor seating.

Thank you for your consideration.

Priscilla Arsove
656 Knickerbocker Street

Phelps, Jean

From: marcia diamond [mdiamond1339@yahoo.com]
Sent: Wednesday, March 18, 2015 1:06 PM
To: licensing
Subject: Fw: Freiburg Gastropub license

Follow Up Flag: Follow up
Flag Status: Flagged

Greetings...

I just found this address for the ALRC as a whole and am therefore sending along the email I sent earlier to Ms Bidar-Sielaff.

It is my great hope that all members of the ALRC will see that this proposed restaurant/pub with outdoor space does not fit with and will have significant negative effects on the neighborhood in which it is proposed....and that you therefore will deny the request for license to serve alcohol.

Thank you for your consideration.

Marcia Diamond

----- Forwarded Message -----

From: marcia diamond <mdiamond1339@yahoo.com>
To: Shiva Bidar-Sielaff <district5@cityofmadison.com>
Cc: Lisa Subeck <district1@cityofmadison.com>; Lucas Dailey <district13@cityofmadison.com>
Sent: Wednesday, March 18, 2015 11:37 AM
Subject: Freiburg Gastropub license

Dear Ms Bidar-Sielaff...

I am writing to you in your role as a member of the Alcohol License Review committee in the hope that you might be able to raise some issues at today's meeting concerning the license application for a proposed restaurant on Monroe St. I refer to the Freiburg Gastropub, a new restaurant proposed for the space at 2612 Monroe St. I absolutely oppose its approval as proposed.

Information was first presented to the neighborhood/public at a meeting on Monday evening, March 16. I find it somewhat disingenuous that the request for a license to serve alcohol should be before the ALRC only two days later....which gives concerned citizens almost no time to respond.

The restaurant is proposed to have outdoor seating for 15 customers in the back of the property....meaning there would be people having dinner and parties essentially in the back yards of those who live in the single family residences behind the restaurant. Although I do not live in one of the homes closest to this proposed outdoor space, I do know that outdoor service would generate a good bit of noise even at just conversational levels (let alone party levels) and it would be destructive to the privacy of those who do live in the single family residences near it. I am aware that during good weather those neighbors are already having to deal with an awful lot of noise coming from the new apartment building next door--"The Monroe" at the corner of Knickerbocker and Monroe--noise which I can hear at my own home over a block away. I believe the ALRC

would be "adding insult to injury" to approve outdoor service that would further degrade the quality of the residential neighborhood.

I would also remind members of the ALRC that we already have plenty of businesses serving alcohol in the immediate area. In just a two block segment, there are now five places serving alcohol. All but one are on the opposite side of Monroe St and do not directly abut single family residences. The licensed facility that is on the neighborhood side of the street is a coffeehouse that happens to serve some craft beer. It does not generate the kind of use this proposed business would, and even it has space buffering it from the homes nearby.

There are other issues about this proposed restaurant that I believe would suggest it simply should not be approved--e.g., major traffic/parking concerns and the fact that there was apparent consensus among the common council that a restaurant was not appropriate for the commercial space when "The Monroe" was approved...which seems to also suggest it would not be appropriate for the space immediately next door to "the Monroe" also.

At this point, though, the most crucial problem seems to me to be the alcohol license. I have no idea how many people may be able to shift their schedules around in order to actually attend tonight's meeting since there has been so little time, but I assure you that everyone I have spoken with has basically given a little (or big) gasp and been opposed to allowing any outside seating/service with the proposed restaurant/bar.

It is my hope that you will be able to convince other members of the ALRC that this proposal is not appropriate for its location, and that you will deny the license proposal altogether, but at minimum will not approve any outdoor service.

Thank you for your consideration and action.

Marcia Diamond

(I am sending a copy of this email to my own District 13 alder and to the District 1 alder who previously indicated concerns. Thanks for sharing these concerns with your fellow ALRC members).

Phelps, Jean

From: Maria Yelle [mariatheresayelle@gmail.com]
Sent: Wednesday, March 18, 2015 9:03 AM
To: Witzel-Behl, Maribeth
Subject: Regarding the Freiburg Gastropub

Follow Up Flag: Follow up
Flag Status: Flagged

Dear City Alcohol License Review Commission,

I thank you for the opportunity to express my great concern regarding the development of the Freiburg Gastropub on 2612 Monroe Street. My family and I are residents behind where the planned restaurant will be, and not just ours but many other families' backyards will be effected by this restaurant. It has also been brought to our attention that this restaurant is also planning for out door seating in the back of the restaurant.

This is very disturbing news as this will greatly effect our residential privacy and fear this would also be disruptive noise that will travel throughout the families neighborhoods behind this restaurant. There are many children who live in the Knickerbocker and Sprague neighborhood streets, please understand our great concern of a pub with backyard seating would do to the feeling of safety in our neighborhood. This will increase more traffic in an already traffic congested neighborhood. Please hear our plea from the residents and parents and many families of the Dungeon Monroe Neighborhood, please do not support the alcohol license for this restaurant. We were also told from the last development of the Monroe Apartment that this area would not be appropriate for any restaurant and especially one that serves alcohol. Please consider not supporting this alcohol license for this new planned development. Thank you again for your time and consideration.

Sincerely,
Maria Yelle
Resident of 641 Knickerbocker Street

Phelps, Jean

From: Amy Williamson [amyaws@gmail.com]
Sent: Wednesday, March 18, 2015 12:47 PM
To: licensing
Subject: Freiburg Gastropub license

Follow Up Flag: Follow up
Flag Status: Flagged

Dear ALRC:

I am writing to express my opposition to the alcohol license application submitted by the proposed restaurant, Freiburg Gastropub, at 2612 Monroe Street. It's my understanding that this proposal will be considered at the 3/17 meeting.

I have two primary concerns:

(1) The issue of a restaurant on this block abutting residential properties had already been discussed between the neighbors and the city when The Monroe (2624 Monroe) was being debated, and at that time the neighborhood was told that alders agreed this would not be an appropriate location for a restaurant.

There are already 5 restaurants in this two-block span of Monroe Street that serve alcohol. Four are on the lake side of the street, and three have some form of off-street parking, which protects the residential streets from foot traffic and resulting noise past the time that children are in bed and parents are trying to get to bed. But the addition of 80 restaurant patrons on the residential side of Monroe Street with no parking space provided has the potential for a serious negative impact on the quality of life for residents.

This is not a reaction against restaurants or commercial tenants in general. An alcohol license was just approved for Collectivo Coffee (2530 Monroe) and there was little said about or against it. Collectivo is in a space that used to house Pasqual's, and for many years served alcohol. So this concern is not about having restaurants, but about a dramatic increase in the alcohol-density of what is a mixed-use family-oriented area of the city. For what it is worth, in the week or so since Collectivo opened, there has been a substantial increase in parked cars along Monroe Street and the side streets. Another 80 patrons added in the coming weeks will surely press this small commercial area and adjacent 1-block deep residential streets past their limits.

(2) This proposal goes even further by including terrace seating behind the restaurant. This places outdoor seating adjacent to a large number of residential backyards, including many single family houses as well as the apartments and terraces of The Monroe. This addition has considerably heightened the neighbors' concerns about the alcohol license.

Thank you for considering this request.

Yours sincerely,

Amy Williamson
653 Knickerbocker Street

Phelps, Jean

From: David Maraniss [david_maraniss@msn.com]
Sent: Wednesday, March 18, 2015 10:49 AM
To: licensing
Subject: 2612 Monroe St. alcohol license

Follow Up Flag: Follow up
Flag Status: Flagged

Dear ALRC,

We are the homeowners at 659 Knickerbocker, the first house on our street now that The Monroe has risen at the corner. Our backyard is now shadowed by 14 apartment balconies from the Monroe looming overhead. A residential house was torn down to make room for The Monroe, which the neighbors considered an incursion into a quintessential neighborhood block bubbling with more than 25 children. The proposed gastropub at 2612 Monroe with its backyard seating would be adjacent to The Monroe to the east and diagonal from our backyard. We hope your commission will deny this liquor application or at least defer action on the proposal until the concerns of neighbors are adequately addressed.

Our block, with the support of most of the larger neighborhood and the overwhelming support of the Dudgeon-Monroe Neighborhood Association, sought to modify and downsize The Monroe so that it could still be viable but not have a negative impact on our residential area. We lost by one vote in the middle of the night at the Common Council, with a crucial Council supporter on vacation out of town. During that debate, we argued that we understood that Monroe Street was a commercial thoroughfare that needed to thrive and change, but that it was important for city officials to appreciate the delicate balance between that imperative and the health of a beautiful residential neighborhood. Although we lost the vote, our voices were not entirely unheard. The developer of the Monroe, Fred Rouse, along with his assistant, Karen Rouse, found first-floor commercial tenants who were already located nearby and beloved by the nearby residents - a knitting store and shoe repair shop. In fact, those two enterprises moved from the site now being remodeled for the proposed gastropub. We appreciated that effort by Mr. Rouse. Two of our strongest supporters on the Common Council. Alders Shiva Bidar and Lisa Subeck, also stated during the Council proceedings that they would oppose any alcoholic license requests for that property in the future.

So here is our situation. The only reason the gastropub location is available is because of the development of The Monroe and the relocation of the knitting store and the shoe repair shop. Obviously, in a literal sense, this is a different location from the one that Alders Bidar and Subeck were addressing, but in a practical sense it is the same result for us. We have stated all along that we do not oppose development of the Monroe Street corridor, but that the interests of nearby residents have to be taken into account. You might end up with a thriving street and at the same time lose many of the nearby families that make Madison such a special place and that fill your schools with energetic children. There are two key factors to consider. First, traffic & parking. With the recent addition of the Collectivo coffee shop on the next block of Monroe, parking has already become more crowded on Knickerbocker and other residential streets. Second, noise. I invite any of you to sit in our back yard now on a weekend day or night and listen to the balcony parties echoing loudly down from the Monroe. Karen Rouse has been responsive to our concerns, but the noise is now an unavoidable fact of life. The clinking and hum of backyard seating for the proposed gastropub would exponentially worsen the noise.

Linda and I love Madison. We grew up here. We came back here. I represent this city to the nation and the world as a wondrous place. The lakes. The people. The sensibility. All the best. Let's keep it that way and honor the delicate balance.

David and Linda Maraniss
659 Knickerbocker Street
Madison, Wisconsin
david_maraniss@msn.com

Phelps, Jean

From: David Williamson Shaffer [david.williamson.shaffer@gmail.com]
Sent: Wednesday, March 18, 2015 10:47 AM
To: licensing
Cc: Bidar-Sielaff, Shiva
Subject: Letter of opposition to 2612 Monroe Street Alcohol License Application

Follow Up Flag: Follow up
Flag Status: Flagged

To the ALRC:

I am writing to express my opposition to the proposed alcohol license for the Freiburg Gastropub at 2612 Monroe Street.

I have two concerns about this project.

1. The issue of a restaurant on this block abutting residential properties had already been discussed between the neighbors and the city when The Monroe 2624 Monroe was being debated, and at that time the neighborhood was told that alders agreed this would not be an appropriate location for a restaurant.

The reason for this concern is well-documented. There are already 5 restaurants in this two-block span of Monroe Street that serve alcohol. Four are on the lake side of the street, and three have some form of off-street parking, which protects the residential streets from foot traffic and resulting noise past the time that children are in bed and parents are trying to get to bed.

This is a higher density of alcohol-serving establishments than on the eastern commercial node of Monroe Street, but in a location with a very thin residential strip -- meaning there is less space to absorb high-impact commercial activity of the kind the alcohol generates.

The current proposal would add some 80 additional alcohol seats, including restaurant and bar patrons. Moreover, it is on the residential side of Monroe Street, much closer to the single-family houses and the new apartment complex than any of the existing restaurants.

2. More egregiously, this proposal includes the provision of outdoor seating, which sounds like a lovely idea for restaurant patrons. However, it basically puts diners right in the middle of a collection of residential back yards. There is no separation at all between the proposed outdoor eating space and neighbors' houses.

Note that NONE of the other establishments that serve alcohol have outdoor seating in this neighborhood. Michael's Frozen Custard has outdoor seating in its parking lot, but that (a) is well away from the residential areas, (b) abuts no single family houses, (c) was in place long before any of the apartment complexes on that side of the street were built, and (d) clearly attracts a different client base than the proposed bar and restaurant will.

Neighbors are genuinely concerned that there will essentially be a party in their backyards until 10 or 11 at night (when you include clean-up time for the serving staff) EVERY NIGHT OF THE WEEK. Oh, only until 9 or 10 on Sundays. I have spoken to several who believe they will have to sell their houses if this alcohol license is approved as written.

I personally am afraid that I will be literally driven from my home of 15 years, where I am raising my children and commuting by bike and bus, and generally doing exactly what Madison hopes householders will do in central neighborhoods.

Now in raising these concerns I want to be clear that this is not a knee-jerk reaction by me or by our neighborhood against restaurants or commercial tenants in general. An alcohol license was just approved for Collectivo Coffee and there was little said about or against it. Collectivo is in a space that used to house Pasqual's, and for many years served alcohol.

A zoning code and alcohol regulations are about nothing if not balance. My concern -- our concern -- is about a dramatic increase in the alcohol-density of what is a mixed-use family-oriented area of the city. For what it is worth, in the week or so since Collectivo opened, there has been a substantial increase in parked cars along Monroe Street and the side streets. Another 80 patrons added in the coming weeks will surely press this small commercial area and adjacent 1-block deep residential streets past their limits. And creating outdoor dining in a neighborhood that has never had it -- and placing that dining literally in the middle of residential lots with no buffer at all -- will be a terrible assault on the fabric of our community.

These are not wealthy streets or places where footloose young graduates live for the most part. These are streets where teachers and nurses and social workers and retired office workers and epic employees and pastors and professors live, raise their families, send their kids to

public school, pay their taxes, and are happy to patronize the local businesses. Raising the alcohol-density of this mixed use community to levels seen on the commercial strip of Regent Street or on State Street will dramatically alter the character of this part of the city.

More than this, though, there is a question of process that I am very concerned about. One of the key concerns the neighborhood raised about the new development was that the new commercial space would bring noise and disruption to the neighborhood if a restaurant serving alcohol was added to this small commercial strip. It meant a lot to us that even though the project was approved, members of the council agreed with our concerns about the use of commercial space and said so publicly. I would like to believe that commitments of this kind mean something in the decision making process of our city.

For all these reasons, I urge you to oppose this license application, to live up to the assurances this neighborhood was given when these issues last came up, and absolutely to make a commitment not to place noisy and disruptive alcohol-related activities directly in the back yards of families in the neighborhood.

Yours Sincerely,

David Williamson Shaffer
653 Knickerbocker Street

Phelps, Jean

From: Bidar-Sielaff, Shiva
Sent: Wednesday, March 18, 2015 8:40 AM
To: licensing
Cc: Subeck, Lisa; Woulf, Mark; Verveer, Michael
Subject: Re: Contact Common Council: Alcohol license for Freiburg Gastropub

Follow Up Flag: Follow up
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Hi,

Please share with all Alrc members. Thanks

Sent from my iPhone

On Mar 18, 2015, at 8:22 AM, Amy Williamson <amyaws@gmail.com> wrote:

Dear Alders Bidar-Sielaff and Subeck:

Please see below a copy of an email I wrote to my Alder, Lucas Dailey, in regards to the alcohol licensing application from Freiburg Gastropub that will be reviewed at tonight's ALRC meeting. Please note that I also wrote an email to ALRC at .

Thank you for your consideration of this matter.

Sincerely,

Amy Williamson
653 Knickerbocker Street

----- Forwarded message -----

From: <noreply@cityofmadison.com>
Date: Tue, Mar 17, 2015 at 9:44 PM
Subject: Contact Common Council: Alcohol license for Freiburg Gastropub
To: amyaws@gmail.com

Thank you for taking the time to contact the City of Madison Common Council. Your message will be routed to the appropriate individual(s).

General Information

Name: Amy Williamson
Address: 653 Knickerbocker Street
City: Madison
State: Wi
ZIP: 53711
Phone: 608-320-4563
Work Phone:

Email: amyaws@gmail.com
Should we contact you?: Yes

Message:

Dear Alder Dailey:

I am writing to express my opposition to the alcohol license application submitted by the proposed restaurant, Freiburg Gastropub, at 2612 Monroe Street. It's my understanding that this proposal will be considered at the 3/17 ALRC meeting.

I have two primary concerns:

1 The issue of a restaurant on this block abutting residential properties had already been discussed between the neighbors and the city when The Monroe 2624 Monroe was being debated, and at that time the neighborhood was told that alders agreed this would not be an appropriate location for a restaurant

There are already 5 restaurants in this two-block span of Monroe Street that serve alcohol. Four are on the lake side of the street, and three have some form of off-street parking, which protects the residential streets from foot traffic and resulting noise past the time that children are in bed and parents are trying to get to bed. But the addition of 80 restaurant patrons on the residential side of Monroe Street with no parking space provided has the potential for a serious negative impact on the quality of life for residents.

This is not a reaction against restaurants or commercial tenants in general. An alcohol license was just approved for Collectivo Coffee 2530 Monroe and there was little said about or against it. Collectivo is in a space that used to house Pasqual's, and for many years served alcohol. So this concern is not about having restaurants, but about a dramatic increase in the alcohol-density of what is a mixed-use family-oriented area of the city. For what it is worth, in the week or so since Collectivo opened, there has been a substantial increase in parked cars along Monroe Street and the side streets. Another 80 patrons added in the coming weeks will surely press this small commercial area and adjacent 1-block deep residential streets past their limits.

2 This proposal goes even further by including terrace seating behind the restaurant. This places outdoor seating adjacent to a large number of residential backyards, including many single family houses as well as the apartments and terraces of The Monroe. This addition has considerably heightened the neighbors' concerns about the alcohol license.

I am unsure of your position on this issue, but hope that you can appreciate my concerns about the noise and congestion this restaurant, with a liquor license, will create. I urge you to oppose their application.

Yours sincerely,

Amy Williamson
653 Knickerbocker Street

Recipient:
Lucas Dailey

Phelps, Jean

From: Amy Williamson [amyaws@gmail.com]
Sent: Tuesday, March 17, 2015 9:38 PM
To: Witzel-Behl, Maribeth
Subject: Freiburg Gastropub proposal to be considered by ALRC on 3/17

Follow Up Flag: Follow up
Flag Status: Flagged

Dear ALRC:

I am writing to express my opposition to the alcohol license application submitted by the proposed restaurant, Freiburg Gastropub, at 2612 Monroe Street. It's my understanding that this proposal will be considered at the 3/17 meeting.

I have two primary concerns:

(1) The issue of a restaurant on this block abutting residential properties had already been discussed between the neighbors and the city when The Monroe (2624 Monroe) was being debated, and at that time the neighborhood was told that alders agreed this would not be an appropriate location for a restaurant

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(2) This proposal goes even further by including terrace seating behind the restaurant. This places outdoor seating adjacent to a large number of residential backyards, including many single family houses as well as the apartments and terraces of The Monroe. This addition has considerably heightened the neighbors' concerns.

Thank you for considering this request.

Yours sincerely,

Amy Williamson
653 Knickerbocker Street

Phelps, Jean

From: Julia Billingham [jaymaycat@aol.com]
Sent: Wednesday, March 18, 2015 3:10 PM
To: licensing; Dailey, Lucas; Bidar-Sielaff, Shiva; Subeck, Lisa
Subject: concerns about Freiburg Gastropub, ALRC Wed, Mar 18, 2015

To Members of the Alcohol License Review Committee:

First, concerning the Class B alcohol license application for the proposed Freiburg Gastropub at 2612 Monroe Street, I am very concerned about the outdoor seating and strongly support adding the condition that outdoor seating not be granted.

I attended the public meeting this past Monday night and heard about the outdoor seating for the first time. At this meeting, no one from the closest six houses behind the proposed restaurant (three on Sprague and three on Knickerbocker) were able to attend, and only a couple people from The Monroe next door attended. Since that was just two days ago, I am not sure that these nearest neighbors are all even aware of this development. This outdoor seating would be directly adjacent to those backyards, windows, and balconies, and noise would be continuous on every evening of the Spring/Summer/Fall months.

Attending the Monday meeting was the neighbor in the fourth house down on Sprague (very concerned in the meeting about outdoor seating) and I, in the fifth house down on Sprague. This outdoor seating is an enormous concern to my household and would genuinely impact our quality of life, but even more so for households closer to the seating. For an open seating area, the noise could never be adequately shielded.

Being directly adjacent to neighborhood backyards, please do not approve a license that includes outdoor seating.

Secondly, I am concerned about parking in our neighborhood, though I am not sure what to do about this. Colectivo Coffee just opened at Monroe and Sprague on Tuesday, March 10th, 2015. The hours of operation for Colectivo are M-W 6am-9pm, Th-F 6am-10pm, Sat 6:30am-10pm, Sun 6:30am-9pm. The parking on Sprague has completely changed since Colectivo opened last week. It has become very difficult to pull out of our driveway, and traffic has noticeably increased. I worry about the cumulative impact on parking and traffic with yet another restaurant having 80 or so indoor seats directly within the same area. Our neighborhood is only one-block deep, and it is difficult to absorb extra parking. Adding the outdoor seating does even increase the parking problem further, as 15 or so more customers could be seated.

Furthermore, I worry about the time of renewal of Freiburg's alcohol license when neighbors will not be notified if a change is being requested in terms of hours of operation or outdoor seating. (For hours of operation, I do not support closing times later than 9 or 10 pm, as Alder Dailey has also recommended.) Please keep today's neighborhood concerns in mind during the renewal process. I would appreciate if the process could be somehow amended so near neighbors would be notified if there are changes applied for in alcohol license renewal. I spoke today with someone in the Vilas Neighborhood Association who said their nearby restaurants had closed at 10 pm then were suddenly open until 1 am following the renewal process. This worries me.

This is difficult for me because I really would enjoy another restaurant option to walk to. There just seem to be some problems that need to be addressed, and hopefully someone in the city will have ideas on what actions to take to keep our neighborhood desirable.

Thank you for your consideration.

Julia Billingham
648 Sprague Street
Madison, WI 53711
608.957.6923

Phelps, Jean

From: Priscilla Arsove [parsove@gmail.com]
Sent: Wednesday, March 18, 2015 3:18 PM
To: Dailey, Lucas
Cc: licensing; Bidar-Sielaff, Shiva; Subeck, Lisa
Subject: Re: Alcohol License for Freiburg Gastropub, 2612 Monroe St.

Hi Lucas,

Thanks for the quick response, and for your action regarding the outdoor seating.

Having attended Monday's public information meeting, I would like to share a few additional observations. First, I concur that many attendees were enthusiastic at the prospect of another nice restaurant they can walk to, and responded positively to the overall concept that was introduced by the restauranteurs. I don't think it's accurate to say that everyone present said they supported the proposal, however. When Al Nettledon asked the group how many were in favor, a few people raised their hands (I counted 4, maybe) - and no one raised their hand when asked the converse question. Personally, I wasn't ready to "vote" one way or the other after one, initial introduction. It sounds like a great restaurant, but as you've noted, a restaurant with ZERO PARKING introduces a host of issues for this part of the neighborhood - - traffic and parking being one of them, density of alcohol-serving establishments being another, to say nothing of the synergistic amplification of these two factors in a residential neighborhood setting. Parking issues are not simply a matter of one's street being parked up, however inconvenient for residents. As has been vocally stated by some residents of Wyota and other streets around Gates and Brovi ("the friendly neighborhood tavern"), hurried parkers introduce another level of side-street traffic, creating safety and noise issues for residents. Our narrow, one-sided parking streets further east do have sidewalks, at least - unlike the situation on Wyota - but that doesn't stop would-be parkers from driving hurriedly while searching for the elusive spot, whipping into driveways for hasty turnarounds, or even idling in a car half-way into one's driveway while on a 10-minute cell phone call.

I'm not sure why this project was presented just two days before the ALRC meeting, but I do think these issues warrant further consideration. I also think it's a little early to evaluate the Colectivo coffee shop impact just one week after opening.

Thanks and regards,

Priscilla

On Mar 18, 2015, at 1:10 PM, Dailey, Lucas <district13@cityofmadison.com> wrote:

> Priscilla, thank you for your thoughts on the license. Outdoor seating wasn't included within their license application, so my understanding is it wouldn't be allowed. Just to be sure, I just recommended to the ALRC to explicitly prohibit outdoor seating, to force another review if the owners wanted to pursue it in the future.

>

> The owners also said they aren't pursuing any outdoor seating now, but had thought about considering it in the future.

>

> And FYI I'm pasting below the recommendation I sent to the ALRC.

>

> cheers,

> Lucas

>

>

>

> Commissioners,

>

> I recommend approval of the Freiburg Gastropub with the following conditions.

>

> Sunday-Thur 9pm closing

> Fri-Sat 10pm closing

> No outdoor seating

>

> On Monday I hosted a neighborhood meeting for the restauranteurs to present their proposal to neighbors notified by postcard within a couple of blocks of the location. There were 15-20 residents at the meeting, including the family that is immediately next to the property (their backyard), and many neighbors within the next few houses on adjoining streets. At the meeting all attendees said they supported the proposal.

>

> That said there were some concerns raised at the meeting, and I've also been contacted by a few other residents with concerns.

>

> The largest concern I've heard is about the impact of restaurant parking on the adjacent residential streets and the attendant noise of patrons returning to their cars in the evening. I believe it will add some amount of stress to those streets, but I don't believe it will reach a level that would be sufficient to deny the license. I believe the residents at the meeting felt the same as the increased parking was widely acknowledged and discussed, but no one expressed that it was a deal-breaker, and when asked explicitly at the end of the meeting who supported the project there was no opposition and almost all smiles. (My recollection was all smiles, but I didn't think to actually count!)

>

> This would be the only restaurant on the north side of Monroe in this area, and there have been restaurants there in the past. It's entirely possible this restaurant will bring the adjacent neighborhood streets to their carrying capacity, however, but it seems unlikely to me to exceed it. There are has added parking stress from the new cafe 1 block away but that seems to be a stressor almost exclusively in the morning when this restaurant wouldn't be in operation. Consequently I don't believe there will be much of a compounded effect, though certainly some.

>
> The owners also mentioned that they secured some parking spaces for a valet service they were contracting with and that they'd work to expand those spaces to help cut down on neighborhood parking. I'm personally not optimistic about the use of the service by future patrons and discounted it in my consideration of the street parking issue.

>
> One other concern I've heard, though it wasn't expressed at the meeting, was about outdoor seating. Though the immediately adjacent family only expressed concerns about it related to fire safety, since the seating wasn't part of their application and consequently wasn't scrutinized by the public and only came up conversationally as something the owners were looking into in the future, I'd recommend explicitly prohibiting it now to ensure that a subsequent review take place if the owners want to pursue it.

>
> cheers,

> Lucas

>

>

> ---

> Lucas Dailey

> DISTRICT 13 ALDER

> CITY OF MADISON

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>

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>

>

> From: Priscilla Arsove <parsove@gmail.com>

> Sent: Wednesday, March 18, 2015 10:34 AM

> To: licensing

> Cc: Dailey, Lucas; Bidar-Sielaff, Shiva; Subeck, Lisa

> Subject: Alcohol License for Freiburg Gastropub, 2612 Monroe St.

>

> To Members, Alcohol License Review Committee:

>

> I am writing in reference to the alcohol license application for the Freiburg Gastropub at 2612 Monroe. I do not believe the license should be approved with plans for an outdoor seating area behind the restaurant (and in direct proximity to neighborhood backyards).

>

> Plans for an outdoor seating area were shared with neighbors for the first time at a public information meeting I attended on Monday night, just two days before tonight's hearing. This was quite a surprise. Given the location, it never occurred to me (or anyone I've since communicated with) that outdoor seating would even be a possibility at this establishment.

>

> The proposed seating area would directly adjoin neighboring backyard(s) and would be in close proximity to apartment dwellers in The Monroe. There is no way to adequately shield noise impacts in an "open air" setting, and those impacts to neighbors would be frequent, continuous, and significant in warm-weather months.

>

> Outdoor seating is a delightful amenity for restaurant and bar patrons, but doesn't belong near neighborhood backyards. I urge you to seriously consider these impacts, and not to improve a license for plans that include outdoor seating.

>

> Thank you for your consideration.

>

> Priscilla Arsove

> 656 Knickerbocker Street

>

>

>

>

Phelps, Jean

From: Dailey, Lucas
Sent: Wednesday, March 18, 2015 4:21 PM
To: Priscilla Arsove
Cc: licensing; Bidar-Sielaff, Shiva; Subeck, Lisa
Subject: RE: Alcohol License for Freiburg Gastropub, 2612 Monroe St.

Thanks for the reply.

I counted a lot more than four and talked to a couple people after that hadn't raised their hands. But most significantly, as you noted, no one raised their hands to oppose. Maybe it is more a personal philosophy and less broadly based than I might think, but in these sorts of situations I think of lack of opposition to be equivalent to acceptance. That is, tie goes to the person who owns the property.

I don't think this will turn into a Gates & Brovi situation, for a few reasons.

G&B is open until 1AM on weekends, Freiburg will be open until 10pm (assuming ALRC agrees with my recommendations). Those 3 hours will make a world of difference to residents, and change the character of the restaurant to be more foodie than party.

G&B doesn't have 2+ parking lots across the street. Yes the lots around Freiburg Gastropub are for other businesses, but we all know people will park in them. That will reduce neighborhood parking. And if the owners can get explicit agreements with any of those lot owners (apart from the valet) that will help further.

And as you mentioned, G&B doesn't have sidewalks on the neighborhood streets around it, which make a difference to pedestrians and drivers. Plus the lack of curbs can convey a sense of a free-for-all, anything-goes street character that I believe increases both poor parking etiquette and late night revelry.

All that being said, if the restaurant is popular there will be higher demand for parking than there is now. To what degree is hard to say, but that their capacity is now lower at 60 (including bar seating) that suggests to me it will be manageable.

When Pasquals was next door how was parking?

Phelps, Jean

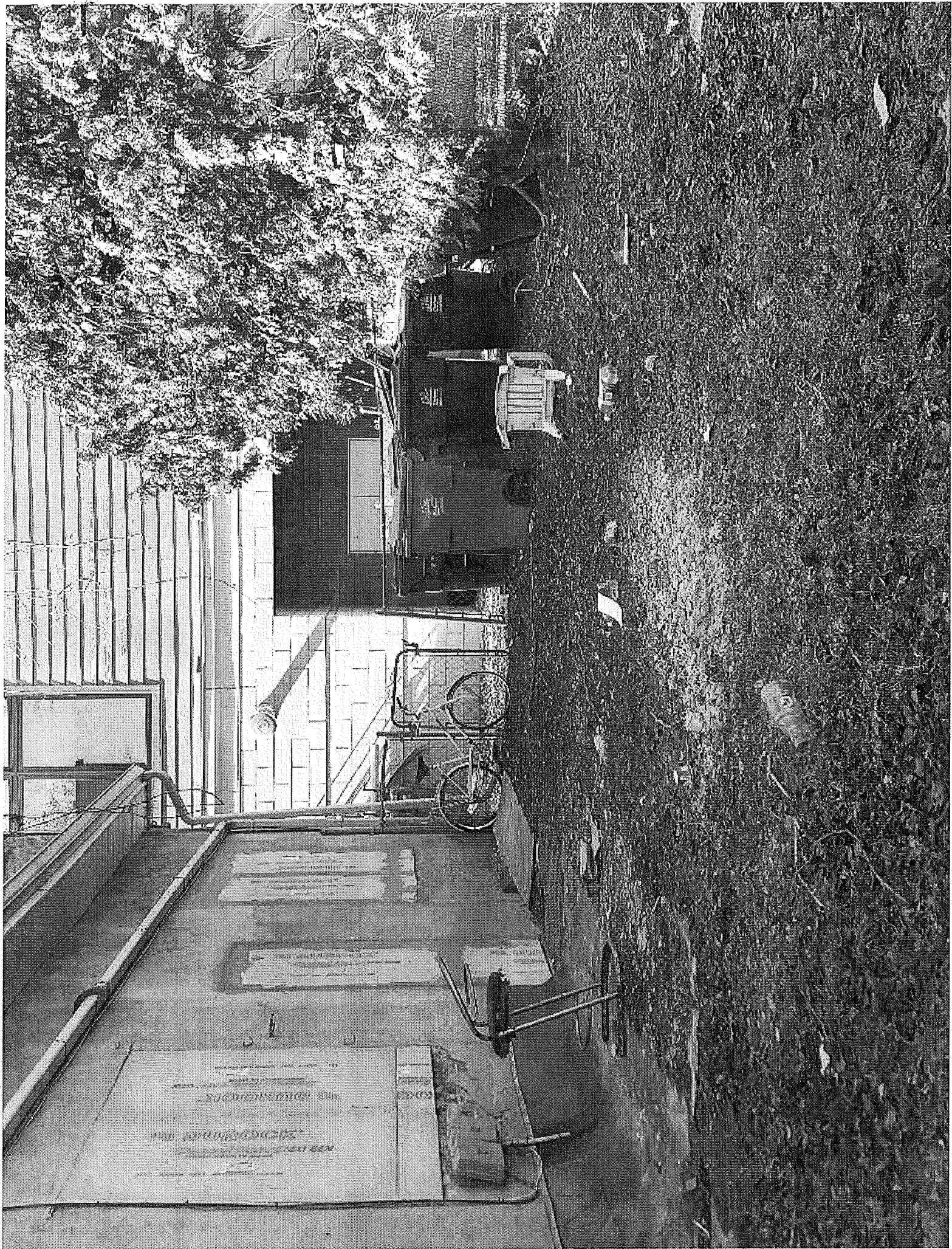
From: Julia Billingham [jaymaycat@aol.com]
Sent: Wednesday, March 18, 2015 4:37 PM
To: licensing; Dailey, Lucas; Subeck, Lisa; Bidar-Sielaff, Shiva
Subject: Photos of outdoor space, Freiburg
Attachments: 20150318_102345_resized_2.jpg; 20150318_102416_resized_2.jpg; 20150318_102246_resized_2.jpg

I thought this may be helpful. Three photos of the backyard area taken today are attached.

I cannot be at the meeting tonight, as it is my mom's birthday. I otherwise would definitely be there! Thanks again for your consideration.

Julia Billingham
648 Sprague St
608.957.6923







Phelps, Jean

From: Christianson, Eric
Sent: Wednesday, March 18, 2015 4:27 PM
To: Phelps, Jean
Subject: FW: ALRC ref 2116 Monroe St (Friedburg Gastro Pub)

fyi

Eric Christianson
Municipal Clerk II
Certified Municipal Clerk

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From: Balles, Joseph
Sent: Wednesday, March 18, 2015 3:58 PM
To: Gloede, Carl
Cc: Bach, Richard; Christianson, Eric; Woulf, Mark
Subject: ALRC ref 2116 Monroe St (Friedburg Gastro Pub)

Carl,

Just an FYI... Jack Sosnoski never called or e-mailed me back yesterday or today. I see they are not opening until May. On paper the application looks fine, and it looks like they will be mostly food (70-30). However, I would like to walk through the place and meet with them prior to them opening.

Joe

Captain Joe Balles
South Police District
City of Madison, WI Police Department
825 Hughes Place
Madison, WI 53713
o) 608-267-8687
c) 608-575-5005