

ATTN: Alcohol License Review Committee

Greenbush Neighborhood Assc. Council Supports Bryan Richgels' Application for Liquor License

Dear Committee Members,

The Greenbush Neighborhood Association Council is pleased to announce that we are in support of Mr. Bryan Richgels' application for a liquor license for the 416 S. Park Street location. There are several factors which we find promising, and many Greenbush neighbors who had previous troubles with Azzalino's management have expressed enthusiasm for a new beginning with The Mason Lounge.

Council members are impressed with Mr. Richgels' thoughtful and thorough business plan and that he plans to be extremely involved in managing the establishment instead of passing the responsibility off to someone with less of a stake in the bar's success. Factors we are particularly pleased with include:

- This type of establishment is just what the neighborhood is looking for. The Mason Lounge's atmosphere and prices should attract more savory, mature patrons (e.g. middle class adults, not undergrads). Focusing on micro-brews and nice wines might inhibit people from drinking to get drunk. It also serves as a more gentrified destination on the Park Street corridor. Bringing the enthusiastic and devoted micro-brew crowd into this underestimated area might encourage potential businesses looking for a location to snag their target audiences.
- The Mason Lounge's hours of operation are very favorable. Closing at 11:30 p.m. on weeknights and at 1:00 a.m. on weekends is beneficial considering the bar's close proximity to a residential area. Not staying open till bar time should also discourage the 'last call' rush since patrons could move on to another bar to finish their partying.
- Mr. Richgels has experience running a bar and understands his responsibility to deny alcohol to patrons who have had too much to drink already.
- Mr. Richgels will have no use of the parking lot behind the building for patrons – a problem which plagued Azzalino's.

The Greenbush Neighborhood Council hopes to help The Mason Lounge succeed and make it a valuable asset to the Greenbush neighborhood.

Caitlin Seifert
GNA president