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Subject: Opposition to liquor store at 421 S. Park
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I'm writing out of concern that the proposed use of the property long recognized as George's Flowers as a venue for alcohol sales for off-premises consumption is the wrong choice for the city of Madison and an unreasonable burden on its services.

Living at 406 West Shore, directly opposite the bike path entrance to Brittingham Park, I share the concern expressed by many of my neighbors that the proposed store increases the probable rate of unapproved consumption of alcohol in the park. Spending hours every day in or watching the park I'm not convinced that this problem is already significant, but the specter of it growing is troubling and should be a concern for Madison PD. I was watching through my front window on the very early morning of this past January 22 while an armed carjacker drove a stolen car into Monona Bay, ultimately attracting a dozen city vehicles and workers, and putting both nearby hospitals on lockdown. The Bay and Brittingham Park's proximity to downtown makes this kind of scene understandable, but approving a liquor license that could demand more enforcement resources seems short-sighted.

I want to mention two other objections that I have not seen expressed:

1) Precluding Alternative Uses

The more successful this business might be, the less likely this space will ever be available for better future options. 421 S. Park sits one and two blocks from the sites of two planned BRT stops, at Erin and at Washington/Vilas. It's unlikely commuters waiting for a bus need to or should purchase transportable alcohol; it's far more likely they could benefit from other quick-consumer items like snacks, toiletries, OTC medicines, stationery and electronics supplies, etc. Currently the nearest non-specialty sources for takeaway convenience items are either one block north and across the busy street, or many blocks south.

Another potential use could be further development of this corridor for restaurants fitting a range of budgets. Several types of restaurants are succeeding, making this a potential destination for more evening commerce. Again thinking of students and neighborhoods nearby, a long-term pizza delivery shop, Falbo's, closed recently and left.

2) Challenging Construction Timelines

Again, the more successful this business might be in attracting northbound Park St. traffic for short-term stops, the more the BRT project will face fresh hurdles and risk attracting commuter complaints. Already in the BRT plan these specific blocks on Park Street have been determined too narrow to accommodate both BRT lanes and bike lanes, and bike traffic that might normally proceed down such an arterial route anywhere else in the city will permanently divert onto West Shore instead. Drake Street will be losing left turn options. With this much crowding and traffic diversion already anticipated through at least 2028, either that project or the proposed liquor store business seems likely to suffer. Worst case scenario, the critical need to accommodate emergency vehicle traffic on a busy corridor between two of Madison's largest hospitals could also suffer.

I hope the proposal will be rejected; minimally, I hope neighborhood councils will be included in this process as was promised by the proposed business owner.

Best,

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