

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

Date: October 23, 2016

To: Mayor Paul Soglin; Madison Common Council; Madison Parks Commission; Alcohol License Review Commission
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703

From: Schenk-Atwood-Starkweather-Yahara Neighborhood Association

RE: Olbrich Biergarten Proposal

Dear Mayor Soglin, Common Council and commission members,

I send this letter on behalf of the SASY Neighborhood Association in support of the proposal to establish a German-style biergarten at the Olbrich beach house. The SASY Council learned of this proposal recently during our October 13th council meeting when Mike Bare, co-owner of BKM Group, shared their plan and vision to develop a portion of the beach house and surrounding area in this new way. He shared that theirs was one of only few proposals preliminarily accepted in response to the Parks Department request for proposals (8544-0-2016-BP) earlier this year. After a thorough discussion and many questions on behalf of council members and residents, the SASY council voted unanimously to support this initiative.

The SASY Council's support is rooted in the belief that putting more people in public places is the best way to activate and improve them. As the original Parks Department RFP commends, we feel that this proposal will "complement and integrate with existing park uses as well as engage a diversity of members of the community." Furthermore, the BKM Group appears to have a solid plan to address environmental concerns. Coupled with the other selected winner of the RFP process – Rutabaga Paddle Sports – we believe that this combination of new uses and investment in an underutilized public facility will create a new destination that will further enhance the neighborhood.

Provided that Mike Bare and the BKM Group provide sound final plans for business, safety and stewardship of this site before your respective council and commissions, the SASY Council strongly encourages you to accept this proposal and move this plan forward.

Respectfully,



Brad Hinkfuss

Chair, SASY (Schenk-Atwood-Starkweather-Yahara Neighborhood Association)