

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

Monday, June 16, 2020

City of Madison Alcohol License Review Committee
c/o Deputy City Clerk, Jim Verbick

Sent by email

Members of the ALRC,

I send this letter of support on behalf of the Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood Association in support of Garver Events, LLC application to allow amplified sound and music in the Garver Patio programming area behind the facility. This is item #38 (60751) on the June 17th agenda. The SASY board considered this project at its June 11th meeting and voted enthusiastically to support it.

This position represents an evolution in the neighborhood experience and engagement with the Garver facility. Just earlier this year we were much more guarded in our thoughts about amplified music and activities occurring outside Garver. This was a position born of a cautious approach to a new level of activity in a place that had been unoccupied for years. However, since its opening the Garver team and the associated businesses have shown a commitment to quality programming. It has become a destination for people in the neighborhood and beyond. To allow that positive impact to grow we recognize that amplified sound can and should be part of the equation.

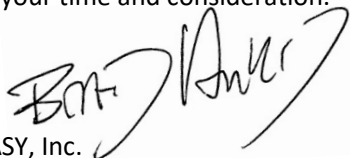
What is more, the nature of the larger site introduces distances and physical barriers that effectively limit the impact on the immediate neighborhood. The closest immediate neighbors in the established neighborhoods are over 800 feet away with trees and berms intervening. The Garver team recently conducted a sound test which several SASY board members attended. There was no perceptible sound in some surrounding areas, and very light sound in others. We all agreed that this would not present a disruptive presence in the neighborhood. We note, however, that the Garver facility lays on the outer edge of the geographic SASY boundary. We recommend that other adjacent neighbors also be notified and consulted about this change of use.

Finally, Garver Events makes a compelling case by not overreaching. Their proposal is for modest hours of operation that we support: Wed/Th/F 4 pm – 10 pm; Sat 11 am – 10 pm; Sun 11 am – 8 pm. Background or ambient sound is proposed to be no louder than 70 decibels at the source. Live amplified programming would be no more than 90 decibels at the source and would end 30 minutes before closing. We feel that these operational parameters are well considered and provide a limitation that will prevent the programming from ever becoming a nuisance.

The SASY Neighborhood remains very supportive of the current and proposed programming at the Garver facility. We view the requested change to allow amplified sound as a step in the right direction, one based on continued good experiences and carefully managed change. We encourage you to support the Garver Events request to allow amplified sound in full as presented and as described above.

Thank you for your time and consideration.

Brad Hinkfuss
President – SASY, Inc.



Cc: SASY Board, Alder Rummel, Alder Foster, Bryant Moroder