

To: Alcohol License Review Committee ALRC (licensing@cityofmadison.com)

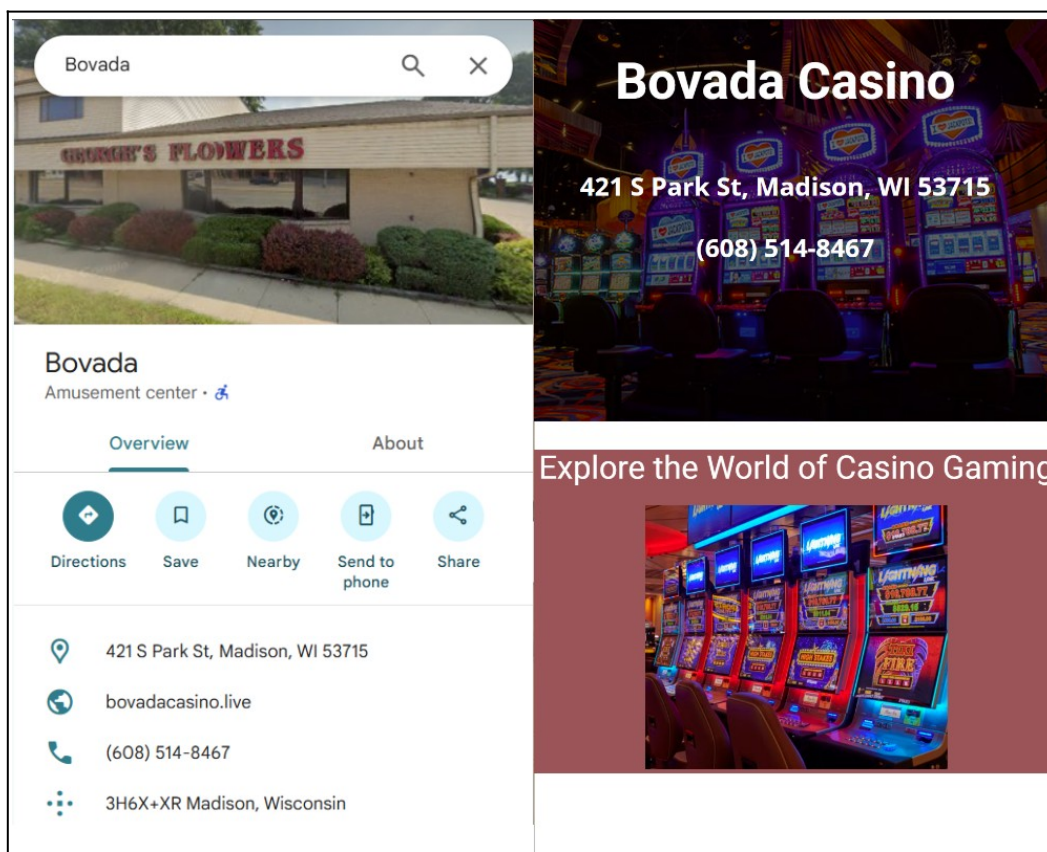
Subject: Opposition to Application for Class A Liquor License at 421 South Park Street. ALRC meeting - April 15, 2026 Item # 17. 92370 Public Hearing - New License, Becco Inc.

We have been following the neighbor comments and concerns regarding a liquor store at 421 South Park Street. We agree that it is concerning, and urge the ALRC to oppose this request for a liquor license.

Negative Activity: The neighborhood has had a lot of negative activity associated with this Park Street area, mostly from La Hacienda late at night but also due to the proximity to Brittingham Park. These negative activities were happening while this location housed a flower shop, which was closed at night. The closest gas station/mini-mart, M S Mart LLC, 318 S Park St., does not sell alcohol due to the problems in the area and in Brittingham Park. A carry out liquor store, that would be open during the night, cannot make the situation better.

Lack of Communication: There are three NAs associated with this area, Monona Bay NA, Bay Creek NA and Greenbush NA, they should all be aware and involved. In the application for a class A liquor license Mr. Sukhraj Bhary indicated that a meeting with the neighborhood association would happen prior to an ALRC meeting on this request. What follows *in highlight* is from that application document: **"Item 32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes"** We are not aware of a meeting with the Monona Bay NA of which we are members of or either the Bay Creek NA or Greenbush NA.

End Use Confusion: The end use of this 421 South Park Street building is not clear to us, other than the desire to sell alcohol. The public notice sign on the building refers to Becco, Inc. However a web search of this location refers to Bovada Amusement center. See below for images associated with this web search. Either a Casino or Liquor Store is concerning, a Casino serving liquor combines these concerns.



Please consider our request to oppose the granting of a liquor license to this location for the multiple reasons that we have listed.

Thank you very much,

Brendan O'Donnell & Nina Emerson
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