

Scheduled for a hearing of the ALCOHOL LICENSE REVIEW COMMITTEE on Wednesday, November 9, 2011 at 5:30 PM at 210 Martin Luther King, Jr. Blvd.
Room 201 (City-County Building)

I am adding my voice to the folks who have indicated opposition to this permit, including the Madison Police Department. As Alder for the Fitchburg portions of the neighborhood (immediately south of the location, surrounding Allied Drive), I would hope that a free-standing liquor store at this location would be given only the briefest of cursory glances before being firmly denied.

The reasons are many, but summed up by saying that this neighborhood has been working hard to become a productive community. To add liquor and all the problems associated with it to a challenged and still fragile community would turn the clock back to days we don't want to revisit.

On line 15 of the supplementary application, the problem becomes clear: they state that their target market is the local neighborhood. That would include all the hot spots that the police know way too well already. Few people who are likely to be appropriate consumers of alcohol would be inclined to shop there.

My response is an immediate and firm NO to alcohol in any form at this location. This should be an easy decision for both the ALRC and the Common Council.

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