



Village of Shorewood Hills

Honorable Mayor Paul Soglin and the Madison Common Council
210 Martin Luther King Jr. Blvd
Room 403
Madison, WI 53703

May 21, 2018

Dear Mayor Soglin and Members of the Madison Common Council:

The Village of Shorewood Hills very much appreciates that the City of Madison has shown a willingness to consider transferring a Class B liquor license to the Village at a cost of \$10,000.

By way of background the Village is in the approval process for an innovative mixed use shared workspace. It also includes a café/bistro with food service prepared "time-saving" meals, and drop in day care with extended hours on Marshall Court, as well as structured underground parking.

The project requires a class "B" liquor license and the Village has issued the five licenses we have available under the population quota system, however, a clause has been added to the state statutes that allows for transfers of licenses between adjacent communities.

Importantly this project will facilitate completion of the final missing pieces to connect the campus commuter bike path. The Village has been able to work with multiple parties through this development to accomplish the land acquisition for the bike path. This is a vital transportation link for the Dane County region.

The increased tax base from this project will also act to increase the Villages proportional share of our Fire/EMS payment to the City.

The Village of Shorewood Hills and the City of Madison have developed a great working relationship over the past several years, including but not limited to:

1. University Avenue stimulus package reconstruction
2. Fire/EMS contract for service
3. Ridge St/Marshall Court partial signal
4. University Avenue Traffic Study
5. Madison Metro Subsidy payment
6. Hilldale Way partial signal project
7. Design phase 2022 University Avenue reconstruction
8. Cooperative relationships on the Joint West Committee

Several of the above cases have involved a cost share by the Village and the City. In most cases a 50/50 split.

It is unfortunate that the state cannot see its way to change its antiquated approach to liquor licensing. It makes little sense that the City would be able to issue an almost endless number of its available licenses on the south side of University Avenue, while the Village can issue none on the other side of the street. But that is the way it is and the Village has been stymied in its concerted attempts to change this law. We also think it is important for the City to know that this liquor license is not intended to be issued to an establishment that has alcohol consumption as its primary purpose. Rather this will be more of a place to have a glass of wine, beer or cocktail with one's meal.

In closing we appreciate the close collaborative working relationship we have with the city and hope this can be one more instance of working together for the overall benefit of both our communities. This letter was reviewed by and authorized by the Village President and Board of Trustees at a meeting on May 21, 2018.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Karl P. Frantz', with a large, stylized flourish at the end.

Karl P. Frantz
Village Administrator
Village of Shorewood Hills