

From: [bj westover](#)
To: [Alexander Sherwood](#)
Cc: [Plan Commission Comments](#); [Kristi Kaylo](#); [Kirchgatter, Jenny](#); [Wells, Chris](#); [Martinez-Rutherford, Dina Nina](#); [Tucker, Matthew](#); sasyna-discussion@googlegroups.com; [Todd Moore](#); [Brett Myers](#); [agttumip](#)
Subject: Re: [SASY-Discussions] Re: Opposition to Proposed Food Truck Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room
Date: Monday, May 20, 2024 11:47:58 PM

Some people who received this message don't often get email from westoverbj@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Alex - Thanks for sharing your very even handed, diplomatic letter. I took the opportunity to look into some of the social media posts of Minocqua Brewing Co's owner. Wow, wow, WOW! Not someone I would want as my neighbor. Not a business I can in good conscience support.

Boni

Sent from my iPhone

On May 20, 2024, at 9:48 AM, Alexander Sherwood <amsherwo@gmail.com> wrote:

Dear Members of the Plan Commission,

I am writing to express my concerns regarding the proposed development at 2927 E Washington Avenue by Minocqua Brewing Company (Legistar File ID #82947). Enclosed, please find a detailed letter outlining the specific concerns and potential impacts on our community to be added to the public record.

Thank you for your time and consideration.

Warm regards,

Alex Sherwood

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Website: sasyna.org

Facebook: www.facebook.com/groups/sasyna

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[discussion/CAPEEpGXJ09Bf2frJXqN4S_f7fTsiUcsBE-
OkDrkHAbQ8CPp0Mw%40mail.gmail.com](mailto:discussion/CAPEEpGXJ09Bf2frJXqN4S_f7fTsiUcsBE-OkDrkHAbQ8CPp0Mw%40mail.gmail.com).

<Sherwood-Kaylo_Re- Continued Disruptions_Development at 2927 E
Washington Avenue - Minocqua Brewing Company Tasting Room_052024.pdf>

From: [agturnip](#)
To: [Plan Commission Comments](#)
Subject: Fwd: Re: Opposition to Proposed Food Truck Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room
Date: Monday, May 20, 2024 10:42:11 AM

You don't often get email from jeremiah@snortum.com. [Learn why this is important](#)

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Dear Members of the Plan Commission,

I am writing to express my strong opposition to the proposed food truck development at 2927 E Washington Avenue by Minocqua Brewing Company. As a resident living directly across the street at 241 Oak St, I have already noticed an increase use of street parking and an increase in the presence of intoxicated individuals since the introduction of Minocqua Brewing Company.

I am also very concerned about the planned addition of an outdoor beer garden. Despite the fact that this has not yet been approved, Minocqua Brewing Company has already started construction. I can verify that they have had several different equipment rentals for this purpose, as they park them in front of my house to load and unload.

I believe that both the food truck and the beer garden will only exacerbate the problem, leading to more intoxicated individuals roaming the streets, stumbling through my yard, and leaving trash for me to pick up. Those are just my concerns for my property. I believe that if the commission allows these developments that many residents will feel less safe in their homes/properties.

I share the concerns raised by Alex Sherwood and believe that this is the first meaningful opportunity for the community to voice our support or opposition to this development. It is crucial that our neighborhood's concerns are taken into account before moving forward with any decisions.

Thank you for considering my perspective.

Cheers,

-Jeremiah Snortum-

---- On Mon, 20 May 2024 07:48:11 -0700 **Alexander Sherwood**
<amsherwo@gmail.com> wrote ---

Dear Members of the Plan Commission,

I am writing to express my concerns regarding the proposed development at 2927 E Washington Avenue by Minocqua Brewing Company (Legistar File ID #82947). Enclosed, please find a detailed letter outlining the specific concerns and potential impacts on our community to be added to the public record.

Thank you for your time and consideration.

Warm regards,

Alex Sherwood

From: [Alexander Sherwood](#)
To: [Plan Commission Comments](#)
Cc: [Kristi Kaylo](#); [Kirchgatter, Jenny](#); [Wells, Chris](#); [Martinez-Rutherford, Dina Nina](#); [Tucker, Matthew](#); [sasyna-discussion@googlegroups.com](#); [Todd Moore](#); [Brett Myers](#); [agturnip](#)
Subject: Re: Opposition to Proposed Food Truck Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room
Date: Monday, May 20, 2024 9:49:21 AM
Attachments: [Sherwood-Kaylo Re- Continued Disruptions Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room 052024.pdf](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Plan Commission,

I am writing to express my concerns regarding the proposed development at 2927 E Washington Avenue by Minocqua Brewing Company (Legistar File ID #82947). Enclosed, please find a detailed letter outlining the specific concerns and potential impacts on our community to be added to the public record.

Thank you for your time and consideration.

Warm regards,

Alex Sherwood

Alex Sherwood and Kristi Kaylo
242 Oak Street
Madison, WI, 53704

May 20, 2024

City of Madison Plan Commission
City of Madison
Madison, WI 53703
Email: pccomments@cityofmadison.com

And

Dina Nina Martinez-Rutherford
City of Madison Common Council
Madison, WI 53704
Email: district15@cityofmadison.com

Dear Members of the Plan Commission and Alder Martinez-Rutherford,

We are writing to express our strong opposition to the proposal to allow food trucks at the Minocqua Brewing Company Tasting Room, located at 2927 E Washington Avenue, as detailed in Legistar File ID #82947. We reside adjacent to this location and are deeply concerned about the potential negative impacts this development will have on our quality of life, property value, and neighborhood tranquility.

Harassment and Disregard for Neighbor Concerns

Minocqua Brewing Company's owner has already demonstrated a pattern of harassment towards us and other neighbors through social media, as shown in the attached screenshots. The dismissive and antagonistic comments made by the owner stand in stark contrast to their claim in the Letter of Intent for this project that "it is of the utmost importance to us that we are good neighbors and are responsive to the needs of the residents." This behavior sets a concerning precedent about how seriously the company takes community feedback and well-being. Additionally, the owner attempted to continue construction on the beer garden without a permit, exemplifying a troubling pattern of behavior.

Impact of Food Trucks on Residential Area

1. **Noise and Traffic:** The introduction of food trucks will inevitably increase noise and traffic, further disrupting our already affected neighborhood. The beer garden proposal has already led to increased vehicular and foot traffic, which compromises the safety and peace of the residential area.

2. **Zoning Concerns:** Our residence is zoned as Residential Transitional, which aims to maintain a balance between residential and commercial activities. The introduction of food trucks, which are considered a conditional use, further tips this balance unfavorably for the residents.
3. **Operating Hours:** Although the current proposal suggests limited hours, the potential for expansion is concerning. The proposed food trucks' operating hours will overlap with peak relaxation times for residents, leading to further disturbances.

Lack of Public Comment Opportunity

The beer garden development has been allowed as a "minor alteration to a conditional use," which bypasses the opportunity for public comment as directly noted in the final paragraph of the Staff Comments letter. This food truck proposal therefore represents one of the few chances for residents to voice their concerns formally. It is imperative that the plan commission consider the full breadth of community input during this decision-making process.

City Plan Commission Motto

We urge the Plan Commission to consider its own motto: ***"Consider: Who benefits? Who is burdened? Who does not have a voice at the table? How can policymakers mitigate unintended consequences?"*** In this scenario, it is clear that the primary beneficiaries are the business owners, while the burdens fall disproportionately on the residents. The voices of the local residents, who are most directly affected, must be given significant weight in this decision.

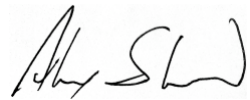
Conclusion

Given the history of disruptions, the clear harassment from the business owner, and the potential for future issues, we strongly urge the Plan Commission to deny the request for food trucks at the Minocqua Brewing Company Tasting Room. This development does not align with the community's needs and will significantly burden the surrounding residents.

Thank you for your consideration. We are available for further discussion and can provide additional documentation as needed.



Sincerely,







Alex Sherwood and Kristi Kaylo









Public comments on March 13, 2024 by Minocqua Brewing Company (Mbcbrews) on social media site, Reddit, in response to our request for community support. Several of the most concerning responses by Minocqua Brewing Company were later deleted, but have been archived and are available upon request.

-  Psycho_pitcher · 1 day ago
unless i have the wrong location it looks like its zoned CC-T, Commercial Corridor - Transitional, so the zoning office wont be able to do much.
see [here](#)
↑ 14 ↓  Reply Share ...
-  hopscotch_uitwaaien · 1 day ago
According to the supplemental regs, hours of operation can only go to 9 and no amplified sound is allowed without conditional use approval by the Plan Commission
↑ 19 ↓  Reply Share ...
-  Mbcbrews · 14 hr. ago
We've been given special dispensation from the power badger to play operatic areas at full blast
↑ 1 ↓  Reply Share ...

-
-  Mbcbrews · 13 hr. ago
We're closing in on total eclipse of neighbor's garden
↑ 1 ↓  Reply Share ...

-
-  Mbcbrews · 14 hr. ago
No, thank you for the free advertising
↑ 1 ↓  Reply Share ...
-  Mbcbrews · 2 days ago
You know you could talk to us, we could probably become friends, we have a feeling that you would probably want to hang in our Beer Garden.
↑ -3 ↓  Reply Share ...
-  Mbcbrews · 14 hr. ago
We're going to play nessesun dorma on full blast for 12 hours a day. It's the best aria known to mankind
↑ 1 ↓  Reply Share ...

-
-  51CKS4DWORLD · 2 days ago
Time to move!
↑ -49 ↓  Reply Share ...
-  BrilliantTowel2381 OP · 2 days ago
wish it were that easy :(
↑ 28 ↓  Reply Share ...
-  Mbcbrews · 13 hr. ago
It's pretty easy, we will help you look
↑ 1 ↓  Reply Share ...
-