

43033 + 43034

June 15, 2016

Members of the Alcohol Licensing Review Board
C/O City Clerk at Licensing@cityofmadison.com
210 Martin Luther King Jr Boulevard
Room 201
Madison, WI 53703

RE: ALRC Applications 43033 & 43034

Dear Commission Members:

I'm unable to attend tonight's ALRC meeting as a result of personal commitment so am writing comments for your consideration and inclusion in the record.

I write this email in support of the above applications. Simply put, commercial establishments along Regent and Monroe Streets are important to the vitality of our neighborhood and contribute to the overall quality of life just as Camp Randall does. There are occasional inconveniences associated with the presence of such establishments including limited competition for off-street parking, intermittent traffic congestion; and chance noise disturbances. These irregular occurrences pale in comparison to the energy such facilities provide to the neighborhood and City. As a progressive City, we must find practical solutions to balancing the occasional disruption with legitimate concerns of surrounding residents.

The applicant is a local business with an outstanding long term operating record in a trade where success is often elusive. Additionally, their business model recognizes the importance of their staff in delivering their product and provides quality service jobs. It seems this is precisely the type of business we should encourage to grow and evolve in our City. Keeping such businesses in the City requires that we understand the practical realities of their business while recognizing the real needs of residents.

As you seek to balance the interests of concerned neighbors with those of the applicant, I urge you to consider the importance of such businesses to the quality of life in the neighborhood and our City as a whole.

Thank you for your time and consideration,



Barry Perkel

[Redacted signature block]