

From: [Fraser Gurd](#)
To: [Lea Jacobs](#)
Cc: [Evers, Tag](#); [Ben Biltz](#); [Ben Brewster](#); [Wendy Fearnside](#); [Paul Cuta](#); [Verbick, Jim](#); [Verveer, Michael](#)
Subject: Re: Liquor license renewal? application? for Extreme Pizza
Date: Tuesday, August 20, 2019 12:18:09 PM

Re: Pizza Extreme liquor license application
August 20, 2019
From: Fraser Gurd,
To: Lea Jacobs, Chair VNA Zoning Committee
cc:
ALRC via City Clerk's office
Ald. Evers
Ald. Verveer
VNA Zoning Committee Members

Dear Lea,

I have limited time to respond to your request. As you recall, high levels of family demands caused me to bow-out of neighborhood involvement beginning this Winter and finally completely this Spring. I generally will not be available, but will try this time to respond to your request.

With respect to general operation, I would think a restaurant would offer wine long before they would offer liquor, so I do not like them becoming a quasi-tavern--especially given their late-night hours. VNA Council years ago presented a resolution to the City asking that there be no new liquor licenses in the Regent Street corridor. Additionally, given the small size of the restaurant, I do not think they have physical room in this small building for liquor for which the City requires protected storage and separation from customer areas. I also do not think that there is or will be adequate staffing for liquor service in addition to food service. Given the City Attorney's advice to the ALRC this Spring that it is far more difficult to remove an approval than it is to never have granted the licence to begin with, I would think that the prudent action would be to not approval liquor service at this location.

With respect to beer garden operations, I think the applicant could not begin to satisfactorily manage liquor sales in addition to beer sales in the crush of football game days--indoors or outdoors. Much more staff and security would be required. I would want to be very sure that Planning and Zoning were very much coordinated on this application because since the 1990s the City has enforced relatively uniform conditions on beer garden operations conditional use permits. I do not think that the City wants to have other beer gardens ask for similar outdoor liquor approval in beer gardens on game days. They are "beer gardens" after all. The outdoor amplified sound at this location has often been extremely loud, even among beer gardens.

Sorry that's all I can offer currently. Thanks to all of you for the heavy lifting you do.

Note that this property is in DMNA and they may well have been contacted. Historically, however, it is quite appropriate that VNA or people living in the Vilas area have and voice opinions given the proximity of the restaurant.

Fraser

Fraser Gurd

cc:

VNA Zoning Committee

Ald. Evers

Ald. Verveer

ALRC via Clerk's office