

**From:** [Susanne Voeltz](#)  
**To:** [licensing](#)  
**Cc:** [Ledell Zellers](#)  
**Subject:** edgewater hotel alcohol/event license  
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Hi,

I am writing to urge you to significantly limit the Edgewater hotel's amplified music + events. My family resides at XXXXXX and we have long been committed to living downtown, having raised our now-grown daughter right on this block...

We treasure the vitality, energy and diversity of our neighborhood—and have been able to react with understanding and humor when our student neighbors and fraternities partied long into the night.

However, that youthful intrusion has been nothing like the myriad of amplified music events at the Edgewater over the past two summers that blast continuously over some 4 or 5 hours. Never mind that they end at 9-- by that time, the lovely summer evenings that we all want to enjoy have been repeatedly pummeled with uber amplified “entertainment”, interrupting the flow of conversation, the ability to listen to our own music or just to read.

The Edgewater has said it has committed to being a “community” place. But since when has a community gathering place been equated with strongly amplified music? Some supporters of the concerts (including some Edgewood condo residents who are comfortably sequestered behind a wall of air conditioning high in the tower, said they were more disturbed by the national acts staged some evenings at the Memorial Union and by the Chinese fireworks staged for the Chinese New Year (which were by the way artful and superb).

The Edgewater should take a cue from the Union—any pleasant day after work and weekends the Terrace is packed with families from all over Madison enjoying ice cream, pitchers of local brew, affordable snacks and corn on the cob from the outdoor food stands—and fabulous people watching---all without the benefit of any amplified music. It's a formula that works.

The Edgewater outdoor venue is vast but sadly empty—maybe some creativity is in order to attract the community there—pop up food events, after work cocktails, beer tastings, petting zoos ha!twilight Farmers markets, ice cream festivals, yoga + wine and a consistent menu of basic but affordable summer dishes—that could be concocted by the Edgewater kitchen which—according to stinging reviews, would appear to benefit from building a fan base. And mix up the music with jazz, musical theater, opera, classical..whatever.  
Help it become a destination like the old Edgewater pier.

As prescribed in its current proposal, the Edgewater promises not to exceed 85 decibels\* for its music events. WOW Any prolonged exposure to that level can cause hearing loss...that is serious stuff and as neighborhood residents we are left with little choice---we can either leave our homes during those concerts or suffer it It is not a good thing when you pray for rain on a summer weekend.

We hope you seriously weigh the impact the Edgewater's current programming has on the quality of life in this neighborhood. We all want the Edgewater to succeed... (and honestly hotel occupancy is a whole other equation) but rethinking how best to utilize the plaza space to ensure that the community patronizes it day after day—that it becomes a family destination where people can enjoy the views —and to elevate the breadth, accessibility and quality of

food/beverage as well as the range of entertainment can only be a win win for the Edgewater.

Personally, I would love to see that plaza full of people enjoying themselves every day—minus the crazy amplification....

Thank you so much for your time and for your commitment to community service.

Susanne Voeltz

XXXXXXX,

Madison, WI

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In addition, the duration (how **long** you are **exposed** to a **noise**) **can affect** the ...

Habitual **exposure** to **noise** above **85 dB will** cause a gradual **hearing** loss in a ...