

From: Kelly Doering - Stick People Productions
To: [licensing](#)
Cc: [Verveer, Michael](#)
Subject: Blue Agave Restaurant & Lounge Change of Conditions #51152 Version: 1
Date: Tuesday, April 17, 2018 12:49:49 PM

Dear ALRC,

I am writing to express my opposition Blue Agave's request to changed their license to allow DJ's.

First, they have only been in business for less than 5 months without the track record to prove they deserve or need this. It feels a bit disingenuous to the neighborhood to do this so soon after they opened. When they originally applied, they knew and agreed to their current restrictions. As the next door neighbor, there is already enough noise from both the non-DJ music being played on the weekend and the added noise of patrons outside the establishment.

Second, when they applied for their original license, they assured the neighborhood that they were going to be a restaurant and lounge and not a disco nightclub on the weekends. Even without a DJ, this is what they have become. They have loud amplified music played through Pandora, a smoke machine, and flashing disco lights. The dining room tables and chairs are moved and stacked in front of the front windows (obstructing the view into the establishment) to create a dance floor.

When we met with the owners recently about our opposition, they were rather indifferent to our concerns. We were told that having a DJ wouldn't be any different than what they do now, with the exception of being able to play requested songs. We were told that even though they are at capacity on weekends, they have a difficult time retaining patrons because they do not have a DJ. They feel it is causing them to lose business because patrons only stay a couple of hours and then leave. This seems like a bit of a flimsy argument for a DJ.

They also indicated that they should be able to be like any of the other downtown restaurants so they can compete. Though we tried to reiterate that they are not in the same entertainment district as King St. and State St, and they agreed to the original license when they first opened. The zoning is different. King St is urban core district while Blue Agave is zoned urban mixed used which is directly adjacent my building which is zoned residential. The problem with our block is having the GEF buildings across the street, noise on the street becomes amplified from both the music, patrons and additional traffic.

The main issue I have is that they have not had a long enough track record to justify a change to their license. We as the next door neighbors already feel they mislead us when they initially applied for their licensed and agreed not to have a DJ at that time. They assured us they would be more of a restaurant / lounge and not a disco. Clearly that has not been the case so far.

Besides the additional noise from the music on the weekends, the people on street and the additional litter from both patrons and their often overflowing trash bins has caused additional stress as a neighbor.

With that, I encourage the ALRC to reject the Blue Agave's request to have a DJ. I would also encourage a review of their current operations weekend nights to ensure that they are

within the limits of their current license.

Thank you,

Kelly Doering

Madison, WI 53703 USA