

**From:** [Mary Mullen](#)  
**To:** [licensing](#)  
**Subject:** Liquor store license for 4633 Verona Road  
**Date:** Wednesday, September 21, 2022 3:39:57 AM  
**Attachments:** [Alcohol availability-Dunn's Marsh.docx](#)  
[pics LitterVandalismPublic Notice.docx](#)

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

4337 Milford Road  
Madison, WI 53711  
September 21, 2022

To the Madison ALRC:

I live in the Dunn's Marsh Neighborhood where there's a proposal for a new liquor store at 4633 Verona Road. This location is behind Interstate Blood and Plasma, 4641 Verona Road, and very close to Discount Tires, 4645 Verona Road. It is right next door to the Probation and Parole Office in the same strip mall, which claims the same 4633 Verona Road address as the proposed liquor store. **I oppose this license.**

**In brief, these are my reasons:**

1. We already have many alcohol outlets within and next to the neighborhood.
2. Many people and organizations have worked to improve the neighborhood; a liquor store is not an improvement. (Note recent heavy vandalism in the close vicinity of the proposed location.)
3. Higher density of alcohol outlets leads to more police work.
4. Littering along frontage roads is a serious problem.
5. All who spoke at a neighborhood meeting on 9/19/22 or in Facebook or email communications to me are opposed to this proposal.
6. The applicants lack experience related to selling alcohol.
7. Invisible location may mean difficulty in making it an economic success.
8. The public notice of application placard was poorly filled out.

**My neighborhood is currently more than well-supplied with alcohol outlets.** There are already FOUR such establishments within easy walking distance of my home: Rocky's Liquors, Luna's Grocery Store, and the Mobil and BP gas stations. On the other side of Verona Road are THREE more: the Citgo and Speedway gas stations, and Liquor Town. This does not include restaurants and bars that serve alcohol. *See the attachment* to this email that lists the addresses of these establishments and the very short time it would take me on foot, by bicycle or car to reach them. People in other locations will be closer to or further away from these various locations. All but one are WITHIN TWO-FOUR MINUTES by car or bicycle. The ones within the neighborhood are 8 to 14 minutes on foot.

This newly-proposed liquor store is about ONE BLOCK from Luna's and the Mobil and BP gas stations. I can only think that the location was chosen because of its proximity to multi-family housing which surrounds the shopping area on three sides: the Britta Parkway/Helene Drive area, Avalon Village apartments which are practically in the same parking lot as the proposed location, the Allied Drive area, and the many apartments in Fitchburg, particularly on Thurston and Red Arrow Trail. There's also a proposal to turn the Fast Forward Roller Rink at 4649 Verona Road into a 70-unit apartment complex. This location is immediately behind the proposed liquor store. It is completely hidden from view from Verona Road and the Beltline – obviously a **poor location** if the proprietors want to attract business from outside the neighborhood. It might not be a viable location simply because of its invisibility.

The Dunn's Marsh Neighborhood continues to face challenges. As Captain Jason Freedman from the Midtown Police District pointed out, when density of alcohol outlets go up so does police work. In a neighborhood meeting on September 19, he stated in writing that "as Midtown commander, I will be advising the ALRC about my

concerns with this application and I cannot support it.” Helping organizations such as Allied Partners and others have worked hard to make life easier and safer for the many low-income residents of the area. The Boys and Girls Club works mostly with young people as does the Madison Metropolitan School District location on Allied Drive. The neighborhood associations also have always worked for the good of the neighborhood. **An additional liquor establishment would take us backwards.**

As an example of what we face here, Discount Tires suffered major vandalism to seven of its very large windows. *The damage is shown on the picture attachment to this email.* Adding more alcohol to the neighborhood may be a boon to the proprietor of such a store, but it does not add real value to the neighborhood. As well, it will add competition to the current alcohol outlets.

I might note that in 2011, a liquor store was proposed for the larger mall that currently contains AutoZone, LL Flooring, and Harbor Freight. The ALRC wisely denied the license. The conditions haven't changed from that time. In a communication to the ALRC at that time I also spoke about the **littering** that occurs because of the alcohol outlets. See the *picture attachment* for some of the alcohol container litter I personally collected last year. Discarded alcohol containers along the Verona Road/Beltline frontage roads always outnumber soft drink containers about 2 to 1.

I have been the recipient of **comments from my neighbors** both by Facebook and email in which they oppose the proposed liquor store. I don't know whether they have also communicated with the ALRC. One is Sonia Dubielzig who has probably written a letter from the Allied Dunn's Marsh Neighborhood Association. I believe she is the secretary of the ADMNA. Another is Gurpreet Kaur, the proprietor of Rocky's Liquor Store who mentions "customers" stealing bottles from her store and the need to call or report to police numerous times. She said she had talked to Interstate Blood and Plasma which fears that people will take their plasma donation money and immediately go to the proposed liquor store. Others are two former Dunn's Marsh Neighborhood Association board members who feel we are more than adequately served by those two full-service liquor stores. One points out that Madison spent many dollars to make a good business and residential district. The liquor store could be responsible for the area turning bad as it was before all the money was invested in housing. The other adds, "I think the important question for members of the ALRC is what would they be comfortable within their own neighborhoods." Others who haven't served on the DMNA Council have had these choice comments: "These guys ever hear of a grocery store?" "Maybe "they" could buy our houses for "flop houses"...put the liquor stores in the more "affluent" neighborhoods...where there's money to buy liquor.....never happen."

Finally, I would like to mention a couple of things related to the applicants for this license. Neither of the applicants – Walter Ramos Cifuentes nor Ashley Luse – claimed any experience selling alcohol either in a store or a bar although she has recently taken a "responsible beverage server training course." Walter already has two businesses, one in real estate, one in construction. I'm not sure he could possibly pay enough attention to a third business where he has no prior experience. He constantly mentioned that he ultimately wanted to turn the liquor store into a grocery store or supermarket. This seems like it can only be a pie-in-the-sky idea meant sway the neighborhood in favor of a liquor store.

I also note that the orange notice placard posted at the location was incomplete. It did not mention date or place of a public information session. The last lines that require the date posted and by whom were blank. The choice of whether the premises is licensed "NOT NOW/NOW" was not circled. *See the picture attachment.*

To sum up, there are so many cogent reasons for denying a license for the Cifuentes Liquor Store at 4633 Verona Road. I urge the ALRC and the Common Council to reject this application.

Sincerely,

Mary (Mary Mullen)  
(608) 298-0843

[mmullen0843@gmail.com](mailto:mmullen0843@gmail.com)

Attachments:

1. Alcohol Availability-Dunn's Marsh
2. Pics-Litter/Vandalism/Public Notice

Mary (Mary Mullen)

*Carbon dioxide – a greenhouse gas – in my birth year (1940) was 311.3 ppm.  
By 2011 it was already 391.15 . Year 2019 average was 409.9 ppm.  
Pre-industrial level was 280 ppm.*

## **Facts about availability of alcohol around the Dunn's Marsh Neighborhood (by Mary Mullen, 9/21/22)**

Application for full-service liquor store at 4633 Verona Road, Madison, WI 53711. This is the little strip mall behind Interstate Blood & Plasma, 4641 Verona Road and very close to Discount Tires, 4645 Verona Rd. (Recently Discount Tires suffered significant vandalism with 7 large windows broken.)

### **I live at 4337 Milford Road. These are the distances to alcohol outlets IN THE NEIGHBORHOOD.**

1. Distance to **BP gas station at 4501 Verona Rd.**, where beer is sold: 5/10 of a mile
  - 3 minutes by bike or car
  - 10 minutes on foot
2. Distance to **Mobil gas station at 4601 Verona Rd.**, where beer is sold: 5/10 of a mile
  - 2 minutes by bike or car
  - 10 minutes on foot
3. Distance to **Rocky's Liquors, 4217 West Beltline Highway** frontage road, where beer, wine, & hard liquor is sold, 4/10 of a mile
  - 2 minutes by bike or car
  - 8 minutes on foot
4. Distance to **Luna's Grocery Store, 2010 Red Arrow**, where beer and hard liquor are sold
  - 4 minutes by bike through Marlborough Park (7/10 of a mile)
  - 3 min by car (9/10 of a mile)
  - 14 minutes on foot through Marlborough Park (7/10 of a mile)

### **I live at 4337 Milford Road. These are the distances to alcohol outlets ACROSS VERONA RD. from me**

1. Distance to **Citgo gas station, 4602 Verona Rd.**, across Verona Rd. from Dunn's Marsh Neighborhood
  - 4 minutes by car (1.0 miles)
  - 4 minutes by bike through the tunnel under Verona Rd (7/10 of a mile)
  - 15 minutes on foot through the tunnel under Verona Rd (7/10 of a mile)
2. Distance to **Speedway gas station, 4902 Verona Rd.**
  - 4 minutes by car (1.1. miles)
  - 6 minutes by bike (1.1 miles)
  - 21 minutes on foot through Marlborough Park & local streets (1.0 mile)
3. Distance to **Liquor Town, 5276 Williamsburg Way**, a full service liquor store
  - 5 minutes by car (2 miles)
  - 10 minutes by bike (1.7 miles)
  - 34 minutes on foot, through Marlborough Park and local streets (1.6 miles)

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Distance to **proposed location of liquor store, 4633** : 7/10 of a mile

- 5 min. by bike or car
- 13 minutes on foot

## Photos Related to Liquor Store Application for 4633 Verona Road, by Mary Mullen



**Litter pickup 4/18/2021:** 39 alcohol containers, 21 non-alcohol from frontage roads in the Dunn's Marsh Neighborhood



**Litter pickup 7/11/2021:** Alcohol containers picked up on the Beltline Frontage Road in the Dunn's Marsh Neighborhood. 50 alcohol containers: (33 airplane bottles, 8 larger bottles, 9 beer cans). By contrast, only 20 non-alcohol containers were found in the same stretch (not pictured).



Recent **vandalism** of seven large windows at Discount Tires, 4645 Verona Road, located just across the parking lot from the liquor store proposed for 4633 Verona Road.

### **Incomplete public notice**

- Nothing about an information meeting
- No date or name of person posting the notice
- Choice of "NOT NOW/NOW" not circled

**PUBLIC NOTICE OF APPLICATION FOR ALCOHOL LICENSE**

EST. INDOOR CAPACITY 50  
EST. OUTDOOR CAPACITY X

APPLICANT CIEVENTES LIQUOR STORE LLC dba CIEVENTES LIQUOR STORE  
ADDRESS OF LICENSED PREMISES 4633 VERONA RD.

THE APPLICANT HAS APPLIED FOR THE FOLLOWING:

☒ New License ☐ 18+ Entertainment  
☐ Transfer of Location ☐ 21+ Entertainment  
☐ Special Event, Outdoor Patio (Circle) ☐ On-site of Licensed Premises (describe)

THE ESTABLISHMENT WILL OPERATE OR CONTINUE TO OPERATE AS: LIQUOR STORE  
☐ Restaurant ☒ Other (describe)

IMPORTANT DATES:  
(Meetings will be held at CITY-COUNTY BUILDING, ROOM 103, 210 MARTIN LUTHER KING, JR. BLVD. unless otherwise specified.)

ALCOHOL LICENSE REVIEW COMMITTEE	PROPOSED COMMON COUNCIL APPROVAL	INFORMATION SESSION (Open to Public)
Date	Date	Date
<u>9/21/22</u>	<u>10/11/22</u>	
Time <u>5:30</u>	Time <u>6:30</u>	Time
Location	Location	Location

Written protests against this application may be filed with:  
City Clerk, City-County Building, Room 103, 210 Martin Luther King, Jr. Blvd. or visit [www.cityofmadison.com/clerk](http://www.cityofmadison.com/clerk)

Filed/Posted: \_\_\_\_\_ By: \_\_\_\_\_

PREMISES IS: NOT NOW / NOW (CIRCLE) LICENSED TO SELL ALCOHOLIC BEVERAGES.  
(SEE REVERSE FOR INSTRUCTIONS)

Sep 8, 2022, 2:32 PM