September 19, 2022

Dear members of the Alcohol License Review Committee,

We, the members of the Allied-Dunn's Marsh Neighborhood Association (ADMNA) Board and the Allied Community Coop, are writing in opposition to the liquor license application submitted for Cifuentes Liquor Store at 4633 Verona Road.

We are opposed for several reasons:

1) There are already five places within walking distance of the proposed liquor store location that sell alcohol, including:

- Rocky's Liquors, 4217 W Beltline Highway frontage road (beer, wine hard liquor are sold)
- Luna's Groceries, 2010 Red Arrow Trail (beer, wine, hard liquor are sold)
- Mobil gas station, 4601 Verona Rd (beer)
- BP gas station, 4501 Verona Rd (beer)
- Citgo gas station, 4602 Verona Road (beer)

2) The Cifuentes business plan does not outline any concerns, plans, or contingencies for noise complaints, nuisance activities in the parking lot, or violent behavior resulting from drunkenness (an issue at many liquor stores in the city).

3) The neighborhood needs and wants many things: more places to buy food and household items needed by many of the Allied neighborhood residents; places for children, teens, and families to hang out (we're losing Fast Forward); and beauty salons or barbers. Another liquor store is the *one* thing the neighborhood doesn't need or want. We would welcome the Cifuentes' if they had a different type of business, and we encourage them to work with the City of Madison economic development staff to find a location or a business proposition that will have less impact on children, families, and economically distressed communities.

4) Neighbors who live nearby Allied Drive report that they are already dealing with the effects of alcohol over-consumption: noise late at night by people drinking, as well as broken bottles and cans in Allied Park where children play.

5) These kinds of businesses prey upon low-income residents in our city, sucking funds out of struggling households. We should be making it harder for people to obtain alcohol in our area, not easier.

Our objections to an additional liquor store in the Allied Dunn's Marsh Neighborhood are based on additional factors that are beyond the purview of the ALRC, but should be considered by that body. We need continued comprehensive planning and coordination in our neighborhood so that we can figure out ways to attract and grow the kinds of businesses that we need. Many families have limited incomes, which is one reason that businesses have struggled. But the expansion of Verona Road/Highway 151 made it even harder, because the reduced street access and odd parcel arrangements further limited the kinds of businesses that our neighborhood can attract. The resulting low rents for storefronts may be one reason that the Cifuentes were attracted to this location. We need to rebuild or reinvest in this area so that smaller businesses and stores can confidently operate here without struggling to find customers and revenue.

Allied Drive was once considered the "worst" neighborhood in the city of Madison. It took many years of concerted effort by neighborhood residents, non-profits, a consortium of churches, other interested parties, and many hours of city staff to turn it around. The area was a "food desert" until Luna's Groceries opened, making life much easier for numerous residents. Although now a great place to live for many, it is still struggling in some ways. It needs assistance to keep improving. We have had so many successes, but another store that makes liquor easily available would turn it in the wrong direction.

Sincerely,

Katy Farrens, ADMNA Vice President

Sonia Haeckel, ADMNA Secretary

Joe Maldonado, ADMNA Treasurer

Alice Howard, Allied Community Cooperative President

Sandi Park, Allied Community Cooperative Vice President

Bresha Green, Allied Community Cooperative Secretary

Linda Ketchum, Just Dane (Fiscal Sponsor for ADMNA)