From:	Alexander Sherwood
To:	Plan Commission Comments
Cc:	Kristi Kaylo; Wells, Chris; Kirchgatter, Jenny
Subject:	Formal Opposition to Proposed Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room (Legistar File ID #80221)
Date:	Sunday, November 12, 2023 7:50:22 PM
Attachments:	Sherwood-Kaylo_Re- Opposition to Proposed Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room.pdf

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Dear Members of the Plan Commission,

I am writing to express my concerns regarding the proposed development at 2927 E Washington Avenue by Minocqua Brewing Company (Legistar File ID #80221). Enclosed, please find a detailed letter outlining the specific concerns and potential impacts on our community to be added to the public record.

Thank you for your time and consideration.

Warm regards,

Alex Sherwood
242 Oak Street
504-884-0769

Alex Sherwood and Kristi Kaylo
242 Oak Street
Madison, WI, 53704

November 12, 2023

City of Madison Plan Commission
City of Madison
Madison, WI 53703
Email: pccomments@cityofmadison.com

Re: Opposition to Proposed Development at 2927 E Washington Avenue - Minocqua Brewing Company Tasting Room (Legistar File ID #80221)

Dear Members of the Plan Commission,

We are writing to express our strong opposition to the proposed development of a tasting room and microbrewery operation by Minocqua Brewing Company at 2927 E Washington Avenue, as detailed in Legistar File ID #80221. We occupy the residential property adjacent to the proposed site, and below we have outlined serious and specific concerns regarding the impact of this development on the community, on degradation in value of surrounding residential property, and on potential impacts to our family's quality of life. We also intend to raise concerns about the potential for future disruptions based on the developer's history of legal disputes and zoning violations in Minocqua, Wisconsin.

Zoning and Residential Transitional Concerns: Madison currently faces a well-documented housing affordability crisis, making every residential space invaluable. Concurrently, ample vacant commercial spaces nearby could accommodate such a business venture without compromising residential standards of living. Our residence is zoned as Residential Transitional, which aims to maintain a balance between residential and commercial activities. The proposed tasting room, falling under Commercial Corridor-Transitional (CC-T) zoning, might disrupt this balance, especially with potential future expansions.

The CC-T zoning is crafted to foster a symbiotic relationship between residential and commercial entities, ensuring that the tranquility and value of residential zones are upheld even as commercial activities thrive. However, the following examples contrast with the objectives proposed by CC-T zoning: proposed installation of dumpsters in the shared driveway, as indicated in the project plans, directly visible from our kitchen and dining room windows; potential odors generated by beer brewing operations and decomposing waste products could emanate unpleasant smells and attract unwanted wildlife; noise from proposed expansions at the location; and increased traffic and parking demand in a residential area, potentially posing safety risks and disturbing the

peace of the neighborhood. Given these scenarios, we implore the Plan Commission to provide assurance and a robust plan to mitigate these concerns, ensuring that the integrity of CC-T zoning objectives is maintained, and the quality of life and home values for residents are not adversely impacted.

The Planning Division Staff Comments do highlight a requirement for screening along the south property line shared with our home. However, given the narrow proximity between our residence and the business location, we are concerned that even a barrier constructed to the maximum allowable specifications would ultimately be inadequate to prevent potential nuisances highlighted above from affecting our property. We seek reassurance from the Plan Commission that a thorough evaluation will be conducted to ascertain the effectiveness of such a barrier in maintaining a disturbance-free environment for the residents.

Lack of Valuable Contribution to the Community: Our neighborhood and surrounding area house a vulnerable population, and we have concerns about the expansion of establishments facilitating alcohol consumption. The proposed tasting room, with planned future expansion into a beer garden, could exacerbate existing challenges and negatively impact the community's well-being. We ask that the Plan Commission consider the broader social implications and engage in a transparent dialogue with the community to ensure that the development aligns with the city's social and public health objectives. In particular, the waiver granted for the 30-day notification rule by Alderperson Dina Nina Martinez-Rutherford has limited the opportunity for community input, which is vital for assessing the full impact of the proposed development.

The establishment, as proposed, does not appear poised to add value or support to the community. The potential issues associated with alcohol consumption, coupled with the developer's history of contentious interactions, raise concerns about the establishment's ability to positively contribute to the neighborhood's quality of life or community dynamics.

Developer's Pattern of Behavior and Future Expansion Plans: Kirk Bangstad, the proprietor of Minocqua Brewing Company, has exhibited a pattern of disregard for local rules and ordinances applicable to his business and antagonistic interactions with his community in Minocqua, Wisconsin. Notable instances include a defamation case resulting in a $750,000 judgment against him, a lawsuit filed against the Town of Minocqua, and, in particular, *contentious zoning disputes over outdoor alcohol service and parking regulations tied to a proposed outdoor beer garden*. These situations, reflective of a tendency toward dismissal of local authorities and regulations, have provoked a pattern of legal disputes and community discord. Moreover, a representative of Minocqua Brewing has shared plans on multiple public forums for future expansions of the proposed development in Madison to include a beer garden with a live music stage “until 10pm…like in most every neighborhood” at this location (refer to attached screenshots). We request the Plan Commission to assure us that a thorough evaluation

will be conducted to prevent a recurrence of such behavior, ensuring adherence to local rules and fostering a positive community environment in Madison.

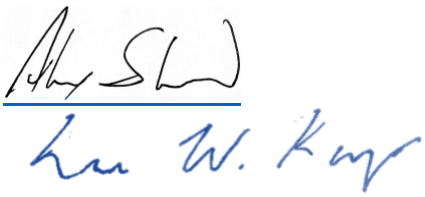
The proposed tasting room development at 2927 E Washington Avenue would benefit from an open dialogue between the community and the Plan Commission to ensure a harmonious integration of business interests with community welfare, and preemptively address potential challenges based on historical precedents and publicly shared future expansion plans.

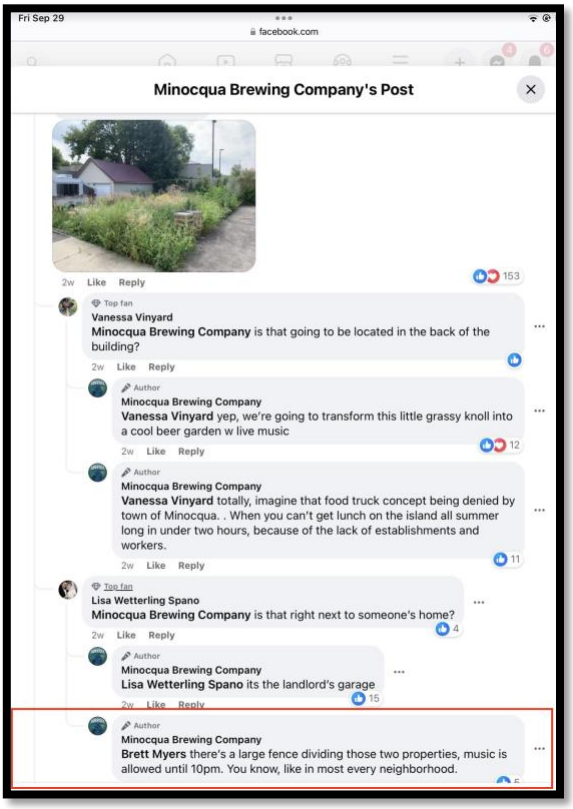
We urge the Plan Commission to seriously consider these concerns and to thoroughly evaluate the potential negative impacts of the proposed tasting room on the surrounding community and Madison's invaluable residential assets before proceeding with approval. We request that the interests and quality of life of the residents are prioritized in the decision-making process.

Thank you for your attention to these concerns. We are looking forward to your careful consideration and are available for further discussions or to provide additional information as needed.

Sincerely,

Alex Sherwood and Kristi Kaylo





Shared plans by Minocqua Brewing on public forums announcing future expansions of the proposed development in Madison to include a beer garden with a live music stage “until 10pm…like in most every neighborhood.”