

Alcohol License Review Committee  
Madison Alcohol Coordinator Mark Woulf  
10th Dist. Alder Brian Solomon

I am writing this e-mail in **strenuous opposition** to granting of any sort of liquor license to the applicant Madison Oil LLC/dba Madison Oil/Lakhvir Kaur for a liquor store at 4611 Verona Road, the Madison Plaza mall.

My main points against the liquor license are (1) the neighborhood's at-risk status, (2) the easy availability of alcohol in and adjacent to the neighborhood, (3) the alcohol problems as indicated by alcohol bottle litter, (4) problems with patrons outside the liquor store we already have, (5) behavior of people hanging out at the neighborhood gas stations that sell beer, and (6) warnings and information from police about the Madison Plaza area.

My neighborhood, the Dunn's Marsh Neighborhood, is **an at risk neighborhood** due to many factors including poverty, the air and noise pollution of the Verona Road/Beltline intersection, and concentration of minority and disabled people. The City of Madison has poured a lot of money into the Allied Drive area to redevelop it. The City should not be encouraging businesses that can do nothing but bring it down.

In the past few years we have lost the only grocery store in walking distance. It did sell liquor, but despite that loss, **we are still well-served by establishments offering alcohol for sale** - if you can call a concentration of alcohol outlets a "service." There are over a dozen outlets as shown

by the attached map. These include Zimmer's liquor store on the Beltline frontage road and the BP and Mobil gas stations on the Verona frontage road within the neighborhood, many more across Verona Road, and still more on Seminole Highway and McKee Road. All these are within easy walking distance of parts of the neighborhood. One of these is a third of a mile from my house and the furthest is about 1¾ miles from my home.

I would say the area is saturated with alcohol-selling businesses, and we don't need more. By contrast, our nearest grocery stores are all 3 to 3 ½ miles away from my home.

Pictured below are the **alcohol bottles I found as I walked along the Beltline Frontage Road in my neighborhood** this morning. I started at Verona Road and went east for about 2 blocks to just beyond Whenona Drive. I found 17 bottles. These include a dozen 50 ml one-drink hard liquor bottles, 2 larger such bottles, and 3 beer bottles. I probably missed quite a few more due to the heavy leaf cover in some areas. (If this photo doesn't show up in the text, click on the second attachment above to see it.)



I have often picked up litter along this route. This is a typical haul of alcohol bottles. Usually I also find a few of

those inch-square plastic drug baggies, as well as soft-drink bottles, coffee cups, lots of snack-food wrappers, and miscellaneous detritus. I can tell you that I often find beer bottles and cans in Marlborough Park in the interior of our neighborhood.

A fourth reason I oppose this liquor license and store is that I've personally observed **problems with patrons** outside Zimmer's liquor store. In talking to an employee of NAMI which is next door to Zimmers, I learned that in her 6 months of employment, at least 3 altercations occurred that drew multiple police cars and officers. I suspect that the same kinds of problems would occur in front of a much larger store like the one proposed at 4611 Verona Road. We've had a lot of police presence due to various reasons just behind this location on Helene Parkway. Fortunately, the motel is gone that used to draw constant police calls.

In addition, it is sometimes **already scary to get gas at the 2 gas stations close to 4611 Verona Road.**

Sometimes numbers of people are hanging out in front of the stations or the pumps. They often appear to be inebriated. Once one of these loiterers did not want take no for an answer when he kept asking for a dollar to pump my gas at the self-serve pump at the BP station. He seemed drunk or on drugs. I can't imagine this situation would improve with another outlet for alcohol. I think that the space in front of 4611 Verona Road would easily turn into another hangout. If that comes true, I might well stop frequenting the more quality businesses that are located in the same Madison Plaza Mall. A liquor store is a complete comedown from Dream Bikes that was in that location until it moved onto the Beltline Frontage Road. Dream Bikes was an asset to our neighborhood. Another liquor store is a danger to the neighborhood.

I'll also add that recently when I was getting cardboard from the dumpster behind Auto Zone to make estate sale signs

with, a police officer cautioned me about the danger of being behind Madison Plaza. I took the opportunity to point out the gap in the wooden fence on the hill above Madison Plaza.

The officer told me that homeless people were the cause of the ripped out section and implied that they lived just behind the fence on the property on Crawford Drive. Homeless people and alcohol often go hand in hand. The city should not be encouraging this behavior by authorizing a liquor store adjacent to an obviously troubled area.

I've attached a graphic sheet that lists most of the establishments that already sell or serve alcohol in or close to my neighborhood. It also shows the location of my home in relation to these places, the subject property for which the license is requested, and the grocery stores closest to my neighborhood. Unfortunately, the interactive map referred to in the graphic doesn't show everything that I put on the map and that you can see on the graphic sheet. (This is the first time I've tried to do such a map, and I have some bugs to work out. ☹)

Thanks for reading my letter and looking at the attached graphic. Please turn down this application for a liquor license at 4611 Verona Road at your first opportunity.

Sincerely,

Mary Mullen  
4337 Milford Road  
Madison, WI 53711  
[mmullen@chorus.net](mailto:mmullen@chorus.net)

Attachment: "alcohol map & list.doc"

## Liquor places

Establishments that sell or serve alcohol in and near the Dunn's Marsh Neighborhood.

Unlisted · 0 views

Created on Nov 8 · By [mary](#) · Updated < 1 minute ago

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### 4611 Verona Road

Proposed location of a 2,375 square foot liquor store with hours of 9 a.m. to 9 p.m., 7 days a week.



### My house

4337 Milford Road. All distances given are from this location. Clearly, distances will be different from different locations.



### 1. Zimmer's Liquor, Inc.

4217 West Beltline frontage road. Full service liquor store. Police calls about patrons. .39 miles from my house.



### 2. Mobil service station

4601 Verona Road. Sells beer. Half a mile from my house.



### 3. BP gas station

Verona Road frontage road. About .52 miles from my house. Sells beer. Usually has multiple cars and young men hanging out in front of the door. I don't like to buy gas there because of the atmosph...



### 4. Tony Frank's Tavern

1612 Seminole Highway. Sells alcohol of all kinds as well as their famous hamburgers and other food. .52 miles from my house.



### 5. Feiler's

4506 Verona Road. Restaurant and bar. .92 miles from my house by car. Closer on foot.



### 6. Bennett's Meadowood Country Club

2009 Freeport Road. Bar and restaurant. March 2010 review notes that it shows pornography on Saturday and Sunday mornings. 1.06 miles from my home.



### 7. SuperAmerica gas station

Corner of Verona Road and Raymond Road. Sells beer. About 1.03 miles from my house.



### 8. PDQ

5280 Williamsburg Way. Sells beer, 8 a.m. - 9 p.m. 1.7 miles from my home.



### 9. Liquor Town

5276 Williamsburg Way. Full service liquor store with volume discount pricing. 1.76 miles from my home.



### 10. Picasso's Pizza

5266 Williamsburg Way. Full service bar. 1.69 miles from my home.



### 11. Le Tigre Lounge

1328 S. Midvale Blvd. Bar. 1.23 miles from my home by car. Much closer on foot.



### 12. Barriques

5957 McKee Road. Serves beer and wine. 1.72 miles from my house.



### 13. Jimmy's American Tavern

In same mini-mall on McKee Road as Barriques. About 1.72 miles from my house.



### Copps grocery store

620 Verona Road. 3.06 miles from my home at 4337 Milford Road.



### Copps Food Center

3010 Cahill Main, Fitchburg, WI. 3.58 miles from my home on 4337 Milford Rd.



### Aldi's grocery store

6261 McKee Rd. About 3 miles from my house.



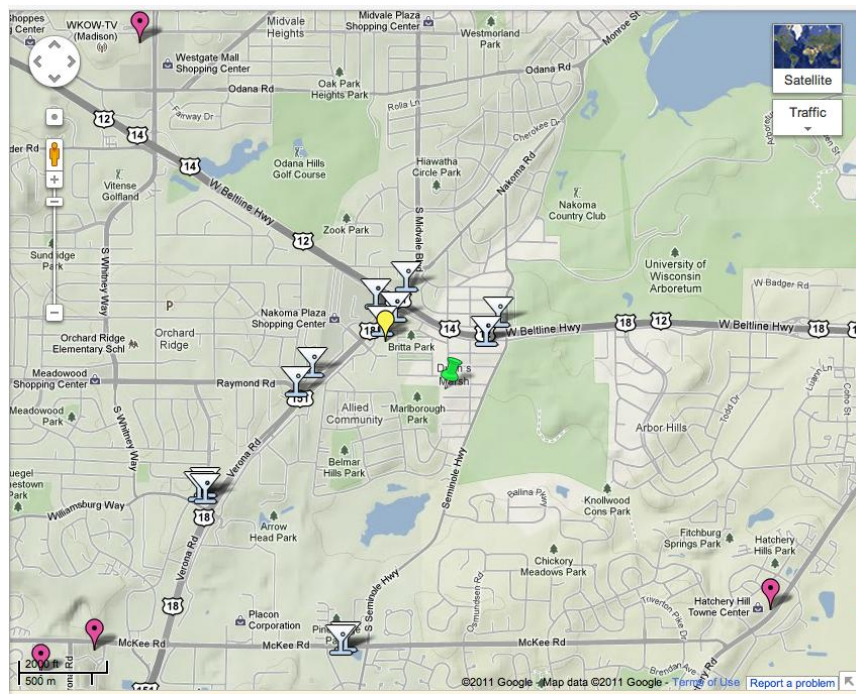
### Super Target

6321 McKee Rd. Has a grocery store. 3.34 miles from my house.

## Places to Purchase Alcohol in or near the Dunn's Marsh Neighborhood

All distances are from my home at 4337 Milford Road, **marked with the green stick pin.** Other locations will have different distances. *I may have missed some establishments in the Dorn Hardware area near Le Tigre Lounge that also sell alcohol.* **See a larger and more readable map at <http://maps.google.com/maps/myplaces?vpsrc=6&ctz=360&abauth=7389c09f:N1UbbH0iSskl2Sq9U9m96bJnhBo&vp=s=1&ei=9mi4TrbbLozQM8b6yYoM&num=10>**

**The proposed liquor store at 4611 Verona Road is marked by a yellow teardrop.** Grocery stores are marked with a red teardrop.



The Dunn's Marsh Neighborhood is bounded by Seminole Highway on the east, Dunn's Marsh on the south, Allied and Carling Drive on the west, Verona Road on the northwest, and the South Beltline on the north.

It is represented by two neighborhood associations, the Dunn's Marsh Neighborhood Association and the Allied-Dunn's Marsh Neighborhood Association. **Both neighborhood associations are opposed to the application** for a Class A Liquor and Class A Beer License at 4611 Verona Road.

Map and information compiled by Mary Mullen, (608) 298-0843, [mmullen@chorus.net](mailto:mmullen@chorus.net) on 11-8-11.