

Phelps, Jean

From: Woulf, Mark
Sent: Monday, April 01, 2013 9:43 AM
To: licensing
Subject: FW: Next Door Brewing Liquor Licensing

For the next ALRC packet...

From: John Pfender [<mailto:pfendj@yahoo.com>]
Sent: Thursday, March 28, 2013 1:12 PM
To: Woulf, Mark; Rummel, Marsha
Subject: Next Door Brewing Liquor Licensing

Dear Mr. Woulf,

I understand from the Mayor's Office that you are the person to whom I should direct my comments concerning the upcoming consideration of liquor licensing for the proposed Next Door Brewing Company, 2439 Atwood Avenue. Please enter this e-mail into the record of public comment to be considered by the ALRC in making its licensing determination.

My name is John Pfender. I own a home at 2414 Center Avenue, Madison, Wisconsin. Center Avenue runs parallel to Atwood Avenue. The proposed brewing company would be located about 1.5 blocks, as the crow flies, behind and slightly east of my house. Although we have three rows of houses between us and the site, I have concerns about how this business might affect our quality of life. Also, we are concerned about impact on residences situated closer than us. If this business is to enhance the neighborhood, it must be respectful of the people who live here.

I am not opposed to this type of business per se, however I would ask that the ALRC place conditions on this license to reduce potential problems before they start. I believe that my concerns can be addressed with some advanced planning by the business. By dealing with these issues, we can hopefully have a business that fits in with the neighborhood.

Noise: Take steps to limit outdoor noise. I propose a limitation or prohibition on outdoor seating and amplified music, the exception being special events which should be limited in frequency. I also advocate that sound proofing of the walls and ceiling be added as needed to keep inside noise from disturbing residents. If residual noise cannot be controlled at the source, then a sound barrier type wall should be constructed at the periphery of the lot to protect adjoining homes.

Odors: Exhaust fans should include odor filtration technology so that food and brewing odors are reduced or eliminated prior to discharge.

Lighting: Outdoor lights in the parking area should be placed so that they do not shine into people's homes or create a large block of floodlights that shine upwards and out into the sky.

Parking: Steps must be taken to deal with the parking issue. Many people will drive to the business. Steps should be taken to reduce the impact of increased parking demand on neighborhood residents and businesses. Our streets are narrow and many residents use the street for their residential parking.

Hours: I believe that hours of operation should be limited so that the place is closed by 11:00 pm at the latest. I think a trial and error period can help establish what a reasonable closing time is for weekdays and weekends, given the ultimate site impacts from the issues raised above.

I believe all of these issues can be addressed through reasonable compromises that make this a win-win for everyone.

Thank you for your consideration.

John Pfender