

**From:** [Fareed Guyot](#)  
**To:** [Verbick, Jim](#)  
**Subject:** Prism Nightclub action before the ALRC  
**Date:** Wednesday, March 20, 2019 12:45:44 PM

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To the members of the ALRC,

Please add my comments to the public response to the Petitioner for: 54825 New License Prism Madison LLC • dba Prism 924 Williamson St • Agent: Rico Sabatini • Estimated Capacity: 350 Class B Combination Liquor & Beer • 95% alcohol, 5% food Aldermanic District 6 (Alder Rummel) • Police Sector 408

I ask that the following limitations be considered on the above license application with my historical reasoning below:

1. I request that as a condition of this license that Prism have robust patrols of the parking lot and that patrons leaving/entering the club be managed effectively.
2. The smoking area should be completely behind the building and should only be allowed to be accessed from inside the club except in case of emergency.
3. The smoking area should have a maximum capacity or it needs to be separately licensed as an outdoor patio through a separate approval process.

Historically, the neighborhood has gone to great lengths to accommodate this business despite their poor management of various aspects of their operation. Thus I ask that you not discount the neighborhood's generosity when also considering their concerns. Use your power to guide this business in complying both with City ordinances and improving their impact on the neighborhood.

I grew up on the 900 block of Jenifer in the 1970s-1990s. My parents still reside at this location and have been deeply affected by the presence of Plan B from a noise standpoint. From 2013-2016 I lived on the 900 block of Williamson across the street from the night club Plan B. To point out, none in my family object to this business existing, but do object to their lack of serious effort to address the noise from music and patrons coming from the club. Specifically, not doing enough to keep it within the footprint of their property.

During the many neighborhood discussions about noise emanating from this club is the issue of the building that houses this business. It was not designed to contain music that is generated by a nightclub that is primarily used for dancing which requires music playing during almost the entirety of it's operating hours. The owners of the original Plan B include Rico Sabatini who is seeking licensure on this application for Prism. While the owners in 2013 raised money, with the help of the neighborhood, to insulate the roof, they did not go far enough in addressing further shortcomings of the structure in regards to containing noise. It seems most unprecedented that

Additionally, during my time as a resident on Williamson and during my visits to the area prior to and afterwards the management of patrons around the property was/is sorely lacking. Many nights large groups of people would leave the club, yelling and screaming into the night. More problematic was Plan B's management of the smoking area at the rear of the building. It often grew to a large size and was defined by low metal barriers. People were allowed to stand in this area and socialize or come and go to their cars. It became a defacto unregulated outdoor patio that carried almost as much noise as the music from the building.

Residents in the immediate blocks of Plan B are subjected to music beginning most nights around 9:30pm and it doesn't stop until bar time. Add in the poorly managed patrons roaming the property and our quality of life suffers. I have made numerous noise complaints to police during my time as a resident and they should be on file.

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Regards,

Fareed Guyot

Madison, WI