

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

Tuesday, June 18, 2019

City of Madison Alcohol License Review Committee
c/o Deputy City Clerk, Jim Verbick

Members of the ALRC,

I send this letter of support on behalf of the Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood Association in support of the Underground Kitchen & Delicatessen (dba Garver Events) application for a license transfer. This is item #57 on the June 19th agenda. As a very active and engaged association, we encourage you to support and grant this license transfer to allow Garver Events to proceed.

The support of the SASY Neighborhood Association for the Garver project has been strong and consistent since the City of Madison awarded the project to Baum Development several years ago. That support has always been tempered with careful review and consideration of the various features of this complex development. Representatives of Underground Food Collective (Jonny Hunter) and Baum Development (Bryant Moroder) recently presented at the 6/13 SASY board meeting. Several board members also attended the public meeting on 6/17 that Alders Rummel and Foster organized. Facing neighborhood scrutiny and extensive questioning in both these settings, it is our opinion that the proposed event venue will be a strong asset to the community and worthy of our support.

I must point out that some details of the proposed project as advertised to the neighborhood differ significantly from the numbers included in the formal application. In particular, the formal application lists a 530 indoor / 280 outdoor capacity for the event space. The reps from Baum & Underground stated that those numbers were wrong in both the SASY and public meetings. They stated that event capacity would top out around 300 altogether, which is important to note because the public acceptance and support of the project hinged in part on the advertised event size. Public concerns in this area focused on the potential noise generated by very large events and the available supply of on-site parking, which is only about 140. Scale is a critically important component of our support and your approval.

Additionally, Mr. Hunter presented to the group that the proposed maximum hours of events at the venue would be Sun-Th, 6 am – 11 pm; and Fri-Sat, 6 am – 12 am with a 75% food / 25 % alcohol sales split. These features were also important parts of public acceptance and general support for the project.

In closing, I reiterate the SASY Board's strong support for this project. The caveats included above are also important components of that support. Dramatically different and new development is a thin line to walk in a part of the neighborhood that has not seen much change in many years; we feel that Garver Events and Baum Development can walk that line with the proposed change that is before you tonight.

Respectfully,



Brad Hinkfuss
President – SASY, Inc.

Cc: SASY Board, Alder Rummel, Alder Foster, Bryant Moroder, Jonny Hunter