

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

Friday, May 17, 2019

Jacob Moskowitz
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd
P.O. Box 2984
Madison, WI 53701-2984

Mr. Moskowitz,

I send this letter on behalf of the SASY Neighborhood Association in support of the application that will soon be made for a conditional use permit to allow the Malt House (2609 E Washington Ave) to host free-standing vending food carts in the business' parking lot. The SASY Board considered this issue recently when Bill Rogers, owner of the Malt House, presented to the association at our May 9 meeting. Following a detailed proposal and several questions from the board members and attending neighborhood residents, the SASY Board voted unanimously to support a conditional use permit to allow this vending to take place.

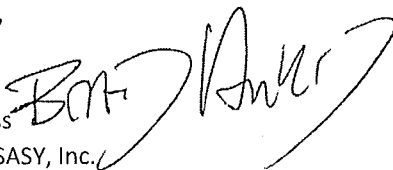
To his credit, Bill Rogers made a very detailed presentation to the SASY Board. The proposed parameters of the application are relatively modest and well-considered. Specifically, the board supports the following parameters of vending at that location:

- Primarily single vendors on Thursday, Friday and Saturday nights and generally from 5-8 pm, but with the option to stay open for the maximum allowed: 7:30 am – 11:30 pm
- Hosting 1-3 vendors for community fundraisers (up to 6 times/year)
- Hosting 2-5 vendors bi-annually to celebrate the beginning and end of the free-standing vendor season

Given our collective knowledge of the business and the location, the SASY board feels that the addition of intermittent vending carts holds nothing but benefits for the business and its patrons, this with no apparent detriment to the surrounding area. The addition of food will provide an amenity that customers at the Malt House have long desired, and which will help diversify the character of an establishment that otherwise serves only alcohol.

Please share this letter of support with others involved in this decision as you see fit, and feel free to contact me if you have any questions about the neighborhood association viewpoint.

Respectfully,

Brad Hinkfuss 
President – SASY, Inc.
Cc: SASY Board, Alder Rummel, Bill Rogers