

**From:** [Dan Nordstrom](#)  
**To:** [licensing](#)  
**Cc:** [Skidmore, Paul](#); [Rummel, Marsha](#)  
**Subject:** ALRC Item 63492 Hy-Vee Liquor Public Comment  
**Date:** Saturday, February 13, 2021 11:57:56 AM  
**Attachments:** [Madison Alcohol Outlet Density Facts and Recommendations Dan Nordstrom 2021.pdf](#)

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Dear ALRC Members,

I am writing to oppose the license for Hy-Vee Liquor at 7475 Mineral Point Rd. (Agenda item 63492) for the following reasons:

- **Alcohol outlet density is already very high at this location. There are already 15 Class A or B license holders within 0.5 miles of James Madison Memorial High School.**
- **Alcohol use among young people is a significant and well known public health issue.** The National Institute on Alcohol Abuse and Alcoholism has a good overview of the issue: <https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/underage-drinking>
- **Problems associated with youth and drinking are known to increase when there is a high rate of Alcohol Outlet Density.** The CDC specifically suggests that proximity to schools is one of 7 characteristics of an area that places youth at a higher risk of excessive drinking. The impacts of Alcohol Outlet Density are well described in this publication: <https://www.thecommunityguide.org/sites/default/files/publications/Alcohol-AJPM-evrev-outlet-density.pdf>
- **The sale of alcohol at this location will inherently include alcohol advertising, a known risk factor for excessive and underage drinking.** More information about alcohol sales to youth and advertising is available at the Center on Alcohol Marketing and Youth at Johns Hopkins University (<http://www.camy.org>).

I am attaching more information on the problem of excessive drinking and alcohol outlet density in Madison with my recommendations to this email.

Sincerely,  
Dan

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Daniel J. Nordstrom, LCSW

Pronouns: He/Him/His

Check out my blog at <http://www.addictionmadison.com/blog>