

**From:** Dan Nordstrom  
**To:** Knox Jr., Isadore; Michael Donnelly; Verveer, Michael; 3katfar3@gmail.com; Verbick, Jim; James Boxrud; colin@barushok.com; amanda.jovaag@wisc.edu; McReynolds, Amber; awestra@gmail.com; Myadze, Charles  
**Cc:** Vidaver, Regina; Madison, Sabrina; Rummel, Marsha  
**Subject:** Re: ALRC Comments  
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Hello,

In response to a letter submitted by lobbyists representing alcohol manufacturers, distributors and vendors calling themselves the Madison Alcohol Advisory Council, I wish to respond to some confusing assertions:

1. The new ordinance would not 'eliminate' any existing retailer, nor would it prohibit anyone from selling alcohol under a current license. I don't know why the lobbyists would suggest that anything is being eliminated from what currently exists.
2. There is evidence showing harms from the density of alcohol outlets. Here are two sources: Impacts of Alcohol Outlet Density on the Provision of City Services (2019) City of Madison Finance Department, Public Health Madison & Dane County. Retrieved from the web on October 24, 2019 at <https://madison.legistar.com/View.ashx?M=F&ID=7813515&GUID=53CD62F3-B627-4872-BBB8-BF157B34E768>  
Stewart, Kathryn. (2008). How Alcohol Outlets Affect Neighborhood Violence. Pacific Institute for Research and Evaluation, Prevention Research Center, UC-Berkeley. Retrieved from the web on December 20, 2017 at <http://resources.prev.org/documents/AlcoholViolenceGruenewald.pdf>
3. I agree that grocery stores should not be exempt. Alcohol outlets should include any type of business where alcohol is dispensed, and this is how Alcohol Outlet Density is defined.

My hope is that the ALRC and the city of Madison will seriously consider Alcohol Outlet Density and come up with meaningful guidelines that both protect the public, conserve city and nonprofit resources, and also respect the interests of the business community and rights of consumers.

As a possible suggestion, I propose the following Alcohol Outlet Density Guidelines:

The City of Madison should impose a moratorium on new alcohol outlet licenses in neighborhoods in excess of alcohol outlets at a rate of 1 per 400 residents per aldermanic district. Furthermore, alcohol should be limited in locations adjacent to places where children are present including schools, parks, churches, community centers, libraries, clinics, hospitals, treatment centers and other public places, with a rule of at least 1,000 feet distance between the nearest corner of the parcel of the proposed license.

Thanks for considering,  
Dan Nordstrom

