

## **Parks, Timothy**

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**From:** Murphy, Brad  
**Sent:** Wednesday, September 01, 2010 1:52 PM  
**To:** 'Jill Jacklitz'  
**Cc:** Parks, Timothy  
**Subject:** RE: Atwood BP station

Jill, We will provide your comments to the Plan Commission.

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Jill Jacklitz [mailto:mamajillj@gmail.com]  
**Sent:** Wednesday, September 01, 2010 9:51 AM  
**To:** Murphy, Brad  
**Subject:** Atwood BP station

Dear Mr. Murphy,

I live on Sommers Ave. one block from the BP station at Atwood and Miller. I oppose the new owner's request to sell beer at this gas station. I recognize their desire to run a profitable business, but do not feel that alcohol sales are the best choice for our neighborhood. The gas station sits adjacent to a number of homes and the station is a popular destination for young people in the neighborhood to purchase, candy, soda, etc. I am concerned about the type of traffic that will be generated by alcohol sales and its impact on the safety of my neighborhood. Plus, there are already other locations in the vicinity to purchase beer (Jenifer St. Market to the west so I do not see a compelling need to provide the neighborhood this service.

Respectfully,  
Jill Jacklitz  
608.249.4377

## **Parks, Timothy**

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**From:** Murphy, Brad  
**Sent:** Wednesday, September 01, 2010 8:26 AM  
**To:** Firchow, Kevin; Stouder, Heather; Parks, Timothy  
**Subject:** FW: BP gas station request to sell alcohol

For the case file and the PC packet.

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
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**From:** Dave Hestad [mailto:dhestad@tds.net]  
**Sent:** Tuesday, August 31, 2010 11:37 PM  
**To:** Murphy, Brad  
**Subject:** BP gas station request to sell alcohol

Mr. Murphy,

I'm writing to support the continuation of the conditional use restrictions placed upon alcohol sales at the BP gas station on Atwood Avenue.

Those of us nearby that lived through the violence, robberies, and other crimes that took place at the former Clark station at this location made our wishes for no alcohol sales very clear when a convenience store was proposed for this location in 2006. The developers were not thrilled with this condition, but accepted it.

This is the second time in four years someone has purchased this business and then claimed they had no idea there were conditions of no alcohol sales placed on this enterprise. I believe that either this claim is disingenuous, or the lack of due diligence makes a poor case for future decision-making regarding the neighborhood. The owners claim they can't make money selling gasoline. Although I can't speak with authority about the economics of what does and what doesn't make money at a convenience store, I'm quite certain that tobacco, alcohol, soft porn, and lottery tickets are among the biggest money-makers in this industry. This places a business like this at odds with our neighborhood's values.

Some of the other reasons for the neighbors' opposition:

- this business is less than 10 feet away from residences
- this location has a history of robberies and violent crimes
- this intersection is commercially very weak, with abandoned or recently demolished buildings on 2 of 4 corners. The surrounding blocks are a mixed bag of viable businesses and empty storefronts.
- nothing has changed in the last four years to warrant the sale of alcohol. On the contrary, the addition of the Goodman Community Center brings more families and children past the gas station.
- There are still plenty of places nearby to buy alcohol.

In the past 3 decades, this neighborhood has slowly improved. The revival of the Barrymore, the opening of restaurants and other small businesses, the choice by families to move here, and the cleanup of Madison Kipp did away with much of the stigma the area had. The area has become a unique and distinctive place, that is now having a conflict with the kind of business that is located anywhere and everywhere, all selling similar kinds of merchandise. Though the neighborhood has made a lot of progress, I believe it's fragile--nothing guarantees this trend in the future.

I understand that the conditional use is highly unusual. However, I believe a deal is a deal, and shouldn't be just a foot in the door that's reconsidered every couple of years.

David Hestad  
2726 Center Avenue

## **Parks, Timothy**

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**From:** Dan Melton [oakville000@yahoo.com]  
**Sent:** Friday, August 06, 2010 12:42 AM  
**To:** Parks, Timothy  
**Cc:** jferrick@uwalumni.com; marsha.rummel@gmail.com; sasy-council@yahoogroups.com; jolson@operationfreshstart.org  
**Subject:** Atwood BP alcohol sales

To: Tim Parks City Planning  
RE: Sale of alcohol @ the Atwood BP

Tim, This letter (below) Ramesh handed me at the June 10 monthly Neighborhood Association meeting is the only communication--written or verbal--SASYNA has received from Ramesh.

Is this letter (below) formal notification in writing of their intentions? I guess. It's not a very good one; but I guess one could accept it as formal notification in writing--or not.

I told Ramesh not to bother going ahead with this without the support of John Ferrick, Mark McFadden, and other neighbors.

You say in your email, "A neighborhood meeting has been set up on August 24" - ?! Maybe. No one told me about any 'neighborhood meeting'.

Let me say, I'm tired of this succession of owners at the Atwood BP hiding behind the fact English may be their second language,...'Oh I didn't understand that, ...Oh (stumble, stumble) What does that mean? I'm sorry' ...b.s. If you can't understand English so well, then I guess you need to hire someone who does. Or maybe you understand English just fine--and you're pretending you don't, to get sympathy. You have to follow the rules, the procedures, same as everyone else--whether you understand English well or not.

Unless John Ferrick and Mark McFadden, and others, tell me different, if Ramesh insists on going ahead with this, we will troop up to the City-County Building on the appointed date and respectfully insist the Plan Commission NOT change the stated conditions--which he was aware of--or should have been--when he bought the property. -- Not because we have anything against beer per se but because that's what the neighbors and the Atwood BP owner agreed to, years ago (Judy Olson was Alder)--and that's what the neighbors want--still. Nothing has changed. A deal's a deal.

Dan Melton Chair  
Schenk-Atwood-Starkweather-Yahara Neighborhood Association

--- On Wed, 6/23/10, Dan Melton <oakville000@yahoo.com> wrote:

From: Dan Melton <oakville000@yahoo.com>  
Subject: Atwood BP letter  
To: sasy-council@yahoogroups.com  
Cc: jferrick@uwalumni.com, marsha.rummel@gmail.com  
Date: Wednesday, June 23, 2010, 9:28 PM

FYI Atwood BP owner Ramesh Chhabra gave me this letter at our June 10 meeting.

June 10, 2010

## Parks, Timothy

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**From:** Murphy, Brad  
**Sent:** Thursday, September 09, 2010 2:00 PM  
**To:** Parks, Timothy  
**Subject:** FW: Opposed to Alcohol sales at BP station

FYI

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development P.O. Box 2985  
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608 266 4635

-----Original Message-----

**From:** Aleia McCord [mailto:[aleia.mccord@gmail.com](mailto:aleia.mccord@gmail.com)]  
**Sent:** Thursday, September 09, 2010 11:20 AM  
**To:** Murphy, Brad  
**Cc:** Matthew Hutchiso  
**Subject:** Opposed to Alcohol sales at BP station

Hello Brian,

Matthew Hutchison and I are residents of the Atwood neighborhood at 2422 Sommers Ave. We are opposed to amending the agreement with BP to allow them to sell alcohol. Our concerns are 1. Jenifer St Market already sells alcohol and we would like to support that local business 2. The kinds of alcohol available at a convenience store are not the kinds of alcohol we'd like to purchase 3. This is a family-friendly neighborhood and we want to keep it that way. We are worried that alcohol sales would potentially increase disturbances in the area 4. This issue was discussed previously and the owners agreed to this stipulations. That was the agreement, and in my mind nothing has changed that would validate changing the rules at this point.

We are especially sensitive to this issue because of our previous negative experiences with Africana and the results of alcohol abuse in that facility on our neighborhood. I hope that you will support us in rejecting the application by BP to include alcohol sales as part of their business. We buy gas (and sometimes chips and RC cola) at the BP station often, and would no longer patronize the establishment if they were able to sell alcohol.

Thanks,

Aleia McCord & Matt Hutchison

## **Parks, Timothy**

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**From:** Murphy, Brad  
**Sent:** Thursday, September 09, 2010 2:04 PM  
**To:** 'Johnson Linda K'  
**Cc:** Parks, Timothy  
**Subject:** RE: Opposition to BP Liquor License

Linda, We will provide your comments to the Plan Commission.

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development P.O. Box 2985  
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608 266 4635

-----Original Message-----

**From:** Johnson Linda K [mailto:LJohnson3@uwhealth.org]  
**Sent:** Thursday, September 09, 2010 12:28 PM  
**To:** Murphy, Brad  
**Subject:** Opposition to BP Liquor License

Hello Brad.

My name is Linda Johnson and I am writing to voice my opposition to granting a liquor license to the new owners of the BP gas station on Atwood Avenue. My husband, John Ferrick, and I live directly behind the station at 2802 Sommers Ave. and we have been opposed to the sale of liquor since the original owner remodeled the station several years ago. We have recently voiced our opinion, again, at a neighborhood meeting requested by Marsha Rummel 3 weeks ago. Unfortunately neither John or I can be at the meeting on Sept 20 and at least want you to be aware of our opposition. There are several reasons for this.

1. We are concerned about an increase in traffic.
2. There are many alternatives to buying beer in the neighborhood at Jennifer St Market and at Severson's station.
3. We are concerned about possible increase in crime that often accompanies the sale of ETOH, as indicated by several police officers whom we have talked to.
4. We have been through this discussion several times in the past and feel the original approval for the remodel of the station was based on no alcohol sales. There have been no changes in the variables that were discussed and agreed upon since the original agreement.
5. We have just been through a horrendous experience with the African Restaurant, increased noise, and loitering at all hours of the night and can't help but relate it to alcohol.
6. I am concerned about the safety of my children who are coming home from work late at night. We have been witness to several robberies at the gas station in years past, have greatly appreciated the lack of such incidents over the past two years and worry that alcohol would change alter that environment.

I love this neighborhood and would like it to remain as is. The sale of beer at the station could potentially change that and I would hate to see the city zoning dept turn it's back on the neighbors who have been very fair and yet have made it very clear 3 years ago that we are not in favor of alcohol sales at the station. I appreciate your advocacy regarding this issue and am very sorry to have to miss the Planning meeting as I would love to be able to voice this in person.

Please feel free to contact me at [lk.johnson@hosp.wisc.edu](mailto:lk.johnson@hosp.wisc.edu) if you have any concerns or questions.

## Parks, Timothy

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**From:** Murphy, Brad  
**Sent:** Thursday, September 09, 2010 4:24 PM  
**To:** 'John Pfender'  
**Cc:** Parks, Timothy  
**Subject:** RE: Convenience Store Beer and Wine License

John, We will forward your message to the Plan Commission.

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
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**From:** John Pfender [mailto:pfendj@yahoo.com]  
**Sent:** Thursday, September 09, 2010 3:51 PM  
**To:** Murphy, Brad  
**Subject:** Fw: Convenience Store Beer and Wine License

Apparently you have some role to play here. I am forwarding to you a message I had sent to Marsha concerning my feelings about the BP beer license.

--- On Sun, 8/29/10, John Pfender <[pfendj@yahoo.com](mailto:pfendj@yahoo.com)> wrote:

From: John Pfender <[pfendj@yahoo.com](mailto:pfendj@yahoo.com)>  
Subject: Convenience Store Beer and Wine License  
To: [district6@cityofmadison.com](mailto:district6@cityofmadison.com)  
Date: Sunday, August 29, 2010, 6:45 PM

Marsha,

I want to let you know that I am opposed to the sale of beer, wine or liquor at the convenience store located at the BP gas station situated at the corner of Atwood Avenue and Miller. There are plenty of places where people can buy these products, and we don't need another one, especially right in our residential neighborhood and located just a few blocks from Lowell School and Circle Park. I am convinced that sale of these products from this location will lead to problems for me and my neighbors and calls to the police.

Thanks,

John Pfender  
Center Avenue Resident

## Parks, Timothy

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**From:** Murphy, Brad  
**Sent:** Tuesday, September 07, 2010 5:04 PM  
**To:** Parks, Timothy  
**Subject:** FW: Atwood BP gas station and alcohol?

Another Comment for the PC.

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
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**From:** John Ferrick [mailto:jferrick@uwalumni.com]  
**Sent:** Tuesday, September 07, 2010 3:59 PM  
**To:** Murphy, Brad  
**Subject:** Re: Atwood BP gas station and alcohol?

Dear Mr. Murphy -- I am writing to voice my opinion that I do not support the BP station on Atwood Ave. petition to sell beer. Prior to the new station being built, we went through many neighborhood meetings that clearly outlined our opposition. My main point of reference was our own MPD saying that we should not allow this to happen because increase in crime usually follows these situations. I take this advice seriously and feel this will negatively impact our neighborhood. I do want to make sure that this has nothing to do with the new owners of the station. As a matter of fact, they have been excellent and I can only wish them the best.

Regards.