

August 1, 2010

To: Marquette Neighborhood Association
Madison Planning Commission

Ald. Marsha Rummel

Re: Conditional Use at BP on Atwood, a neighborhood convenience store to sell alcoholic beverages.

Chozom, LLC operates the family run BP service station at 2801 Atwood Avenue, Madison, WI, a convenience store that serves the neighborhood, as well as commuters who use Atwood Avenue. This is a popular store, both for gas, and for supplementary essentials and indulgences.

From the previous owner Kuldip Mavi, this store has inherited conditions contained in "June 19th, 2006, File Number 01113," which state that alcohol sales not be permitted at this location. This Letter of Intent is to inform you that we would like the restriction to be lifted, and we respectfully request your support and approval.

BP on Atwood currently employs three people, including one of the owners, Ramesh Chhabra. The hours of operation are M-F 6 a.m. to 10 p.m., and on weekends 7 a.m. to 10 p.m. The land is approximately 10,000 sq.ft, and the building itself is 1700 sq.ft. The land is paved with blacktop and has 5 parking stalls, and a dumpster enclosed by a privacy fence.

BP on Atwood not only provides gas and automotive supplies to their customers, but also offers one-stop shopping. This includes snacks, coffees, milk, eggs, groceries, pet food, and some fruits.

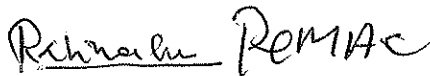
Oftentimes, customers request or inquire about beer. Customers want the convenience of one-stop shopping. Knowing that beer cannot be purchased at BP on Atwood, many people go where it is most convenient to purchase gas, foodstuffs, and beer at the same time.

We presently have in place strict compliance practices for checking IDs before selling cigarettes to persons aged 30 or younger, and confiscating IDs that are suspect, and signage to prevent littering, loitering, or drinking beer on the premises. Nor would we sell beer in quantities of less than a six-pack.

BP on Atwood wants to work with the neighborhood association and is receptive to any suggestions neighbors and association members may have. Currently, there is a public meeting scheduled to discuss this matter; it will be on August 24, 2010, at the Goodman Community Center, at 7 p.m.

We have posted a petition at our store, seeking signed support from our customers for our appeal to sell beer (with the option on the petition of registering disapproval). We shall bring photocopies of all petition sheets to the August 24th meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Pema Chozom".

Pema Chozom, owner
Ramesh Chhabra, owner
BP
2801 Atwood Avenue,
Madison WI 53704
(608)244-9936