

## **SUMMARY OF 4/12/07 NEIGHBORHOOD MEETING ON “ONE ELEVEN WEST”**

The Bassett District of Capitol Neighborhoods, Inc. hosted a neighborhood meeting at the Madison Senior Center on April 12<sup>th</sup> for the purpose of soliciting input on a new alcohol license proposal, One Eleven West, to be located on the 100 block of W. Main Street. The meeting was attended by 28 neighborhood residents, 20 of them residing within the Bassett District. Also in attendance were 4<sup>th</sup> District Alder Mike Verveer, Alcohol Policy Coordinator Joel Plant, Dane County Sheriff David Mahoney, Community Police Officers Carrie Hemming and Mark Allen, 111 W. Main property owner Larry Lichte, One Eleven West applicant Glenn Jahns, and two members of the press (Daily Cardinal).

Mr. Jahns presented an overview of his business plan for One Eleven West, a three-level venue which would include three distinct spaces: a restaurant/lounge, a live entertainment lounge, and a dance club, geared to a target audience of working professionals. The total capacity is estimated at 360, with separate limits for each floor. Jahns said that he planned to stagger the closing times of each floor so that the entire building would not empty out at the same time. He also is open to the idea of having an ID scanner. Drink specials would only be offered during “happy hour,” approximately 4 to 7 p.m. The venue would likely have a phased opening. He is still working on some details of the security plan.

Mr. Plant explained the proposed alcohol license density ordinance which would effectively place a cap on new licenses for liquor stores and bars in the downtown area. The ordinance has been referred to four city committees and commissions for study and, ultimately, a recommendation to the Common Council which is expected to vote on the measure sometime this summer. If the density ordinance were already in effect, it would prohibit a new establishment like One Eleven West from opening since it intends to be licensed as a bar, not a restaurant, with more than 50% of its revenue from alcohol sales.

Larry Lichte, property owner of 111 W. Main St., gave a brief history of prior uses of the property, which he stated had been vacant for almost ten years and has physical limitations which preclude its use for most types of retail.

Following these three presentations, the forum was opened up for questions. Questions raised pertained to: voluntary restrictions on drink specials; how the establishment would deal with the homeless; the mechanics of enforcing license conditions; the likelihood of increased street noise; the possibility of staggered closing times; the impact on police resources; responsibility for cleaning up litter; exiting strategies to control noise; the possibility of reducing capacity, and how security would be handled.

Following the question-and-answer period, Guy van Rensselaer facilitated a discussion based upon four questions:

“What do you LIKE about the proposal?”

“What do you DISLIKE about the proposal?”

“What are you getting that you DON’T want?”

“What do you WANT that you aren’t getting?”

Comments were captured on flip charts, and then were voted upon according to a scale of 1 to 5, with 5 being the highest score. The results of this voting are included in the Appendix.

