

June 1, 2022

James Owczarski  
City Clerk, Milwaukee  
City Hall  
201 E. Wells St., Room 205  
Milwaukee, WI 53211

Dear Mr. Owczarski:

By way of introduction, my name is Angeline M. Koch and I own and reside at 2951 N. Prospect Ave, WI, 53211 with my husband and two children. I am writing to strenuously object to the Class A Liquor & Malt license filed for the property at 2865 N. Murray Avenue as this proposed use does conform to the residential uses of the neighborhood. This location is literally surrounded by homes and personal residences and does not belong in our neighborhood.

Frankly, it is offensive that the licensee applicant is even pursuing a liquor and vape license in the middle of our bucolic, family neighborhood, colloquially referred to as the "Upper East Side" of Milwaukee. We are a small community comprised of families, professionals, students, children, and retirees. The notion that a former neighborhood bike shop would be replaced with liquor and vapes is unbelievable. As my fellow neighbors have written in their own letters to you, Oakland Avenue has an abundance of smoke, vape, and liquor stores and the one proposed for 2865 N. Murray is wholly unnecessary and unwanted.

In addition, this proposed business would be located within blocks of several grade schools and a high school:

- Riverside University High School
- Saints Peter and Paul School
- Catholic East Elementary School
- Maryland Avenue Montessori
- Hartford University School
- UWM String Academy

The American Academy of Pediatrics has taken a strong stance against vape use by youth and young adults. Per the AAP, vape products have grown rapidly, particularly among youth and young adults, and youth use of e-cigarettes is a significant health problem. E-Cigarettes are the most commonly-used tobacco products among youth, and use is rising at an alarming rate. In 2020, 19.6% of high school students and 4.7% of middle school students reported having used e-cigarettes in the last 30 days, according to CDC data. Youth use of e-cigarettes has increased dramatically in recent years. Youth who use e-cigarettes are more likely to use cigarettes or other tobacco products, research and a Surgeon General's report has shown. Youth who use e-cigarettes are at higher risk of transitioning to traditional cigarettes, according to an AAP Policy Statement. Youth are uniquely vulnerable to the nicotine in e-cigarettes because their brains are still developing, CDC data has shown. [www.aap.org/en/patient-care/tobacco-control-and-prevention/e-cigarettes-and-vaping](http://www.aap.org/en/patient-care/tobacco-control-and-prevention/e-cigarettes-and-vaping).

To locate yet another vape shop, even closer to where our children live and go to school is inappropriate and dangerous. The owners of the proposed shop want to financially profit from the building's location to young college-aged students at UW-M and teenagers attending Riverside High School, and our adolescents. The presence of a vape and liquor store is wholly inconsistent with the needs of the neighborhood and is NOT supported by anyone in the community.

In addition, a liquor and vape shop will create undue offense, annoyance, disturbances, and inconvenience to those who live within the neighborhood. Furthermore, such a store will cause an increase in harm from alcohol abuse and associated violence. Again, all of which are wholly inconsistent with the residential character of the neighborhood. Locating a liquor vape store in the middle of our residential neighborhood will also have a negative impact on the value of our properties and is in no way an amenity.

In light of the negative impacts such a business would have on our community- increased crime and noise, increased harm to children, decrease in property value, its non-conforming use, I am urging you to reject the Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue. Our neighborhood, and our children, deserve more than a corner liquor and vape shop. Perhaps the owner can look at the North end of Oakland, in Shorewood or Whitefish Bay.

Thank you for your time and consideration.

Very truly yours,

*Angeline M. Koch*

Angeline M. Koch  
2951 N. Prospect Ave.  
312.404.4264

CC:

Sheldon Wasserman, MKE County Supervisor ([sheldon.wasserman@milwaukeecountywi.gov](mailto:sheldon.wasserman@milwaukeecountywi.gov))  
Jim Cooney, licensing committee ([license@milwaukee.gov](mailto:license@milwaukee.gov))  
Aldermanic District Three ([aide3@milwaukee.gov](mailto:aide3@milwaukee.gov), and [amanda.cervantes@milwaukee.gov](mailto:amanda.cervantes@milwaukee.gov))  
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