

September 1, 2022

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

Dear Mr. Owczarski:

My wife and I, along with our two children, own our home at 2951 N. Prospect Ave, WI, 53211.

This letter will serve as my *strenuous* objection to the Class A Liquor & Malt license application for 2865 N. Murray Avenue. As you may know, this location is surrounded by owner-occupied homes and rental residences with significant numbers of children of all ages. The proposed use does not conform to this residential neighborhood and it does not belong at the proposed location.

This community is comprised of families, professionals, students, children, and retirees. The notion that a former neighborhood bicycle shop would be replaced with liquor and vapes is untenable. As fellow neighbors have written in their objections, North Oakland Avenue, steps away from the Murray location, already provides an abundance of smoke, vape, and liquor stores, making the one proposed for 2865 N. Murray unnecessary and certainly unwanted.

Furthermore, the proposed business would be located within blocks of several grade schools and a high school, including: Riverside University High School, Saints Peter and Paul School, Catholic East Elementary School, Maryland Avenue Montessori, Hartford University School, and UWM String Academy.

As you know, the American Academy of Pediatrics strongly advocates against vaping by youth and young adults. Per the AAP, vape products have grown rapidly and youth use of e-cigarettes is a significant health problem. E-cigarettes are the most commonly-used tobacco products among youth and the use is rising at an alarming rate. Per the Centers for Disease Control, in 2020, 19.6% of high school students and 4.7% of *middle school* students reported using e-cigarettes in the last 30 days. Youth use of e-cigarettes has increased dramatically in recent years and youth who use e-cigarettes are more likely to use cigarettes or other tobacco products, per the Surgeon General and the AAP. Not surprising, youth are

uniquely vulnerable to the nicotine in e-cigarettes due to the fact their brains are still developing.  
[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).

It would be irresponsible and dangerous to place another vape shop so close to where our children live and play and attend school. It would be an abdication of duty to allow the license applicant to seek financial profit by selling such products to college students, teenagers, and preteens. The a vape and liquor store is wholly inconsistent with the needs of the neighborhood and it is NOT supported by the community.

These concerns are in addition, of course, to the issues of increased noise, pollution, and dangerous behavior that unavoidably accompanies liquor and tobacco sales.

For these reasons, I urge you to reject the Class A Liquor & Malt License for the proposed Serenity420 establishment at 2865 N. Murray Avenue. Our neighborhood, and particularly our children, deserve more than a corner liquor and vape shop. Please feel free to contact me with any questions.

Thank you for your time and consideration.

Sincerely,

*R. Fletcher Koch*

2951 N. Prospect Ave.  
(414) 323 0842

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))

Murray Hill Neighborhood Ass'n ([issues@murrayhillna.org](mailto:issues@murrayhillna.org))