

From: [Scott Platto](#)
To: [Martin, Arvina](#); [Furman, Keith](#); [Traffic](#); [Parks, Timothy](#); [Planning](#)
Subject: 5201 Old Middleton Redevelopment Concerns
Date: August 10, 2020 8:33:45 PM
Attachments: [imagec39ed8.PNG](#)
[ORD-20-00051.pdf](#)

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Hello,

I believe all of you on this email are involved with the proposed redevelopment at 5201 Old Middleton Rd. I have been discussing in detail with my neighbors and we have some additional concerns and comments from what was discussed at the virtual meeting on 7/29/20.

Building/Lot Coverage – We are concerned with the building / lot ratio as the proposal does not fit with the area. About ~50% of the lot will be covered by the building, not even including the internal roads and exterior parking. After doing some searching with Dane County maps I estimated that lots with similar developments on them have a ratio closer to 25%, most of them have less than 20% coverage of their lots. We are wondering why an exception would be made for this development considering all of the other developments being more proportional.

Deforestation impact – We are also concerned with the amount of greenspace and natural forest that this proposed redevelopment will destroy. There is beautiful mature Oak forest that will be cut down and cause increased storm runoff and erosion, further contributing to the city water well issues. A solution would be to keep more of the greenspace and/or existing forest and building a smaller building.

I understand that a recent City Ordinance was passed that discussed Green Roofs, amongst other things that benefit the environment. We feel that this is absolutely necessary on this development. I attached this for reference. Also the color of the building should be all natural colors that match the “woody” neighborhood, not the proposed white.

Traffic & congestion – This was discussed in depth in the meeting but I can’t emphasize enough how concerned the neighborhood is with this intersection as it is just not safe. It is almost a daily occurrence that we hear screeching tires right in this area. We hope that the traffic commission strongly considers the added stress that this added development would create. We feel that ~100 people trying to leave/come their apartment during rush hour would be downright dangerous and we feel that there should be less tenants at this development.

We hope that these points are considered and vetted by the City Plan Commission when reviewing this proposed development. Bottom line is the neighborhood does not think this large of a complex is beneficial as the costs outweigh the benefits. We feel that a smaller complex that takes into the considerations that the neighborhood has brought forth should be discussed.

Thank you

Scott Platto

Vice President/Controller



7700 Mineral Point Road
Madison, WI 53717-1694

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SPlatto@bankersbank.com

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5201 Old Middleton Project

Analysis from Neighborhood point of view

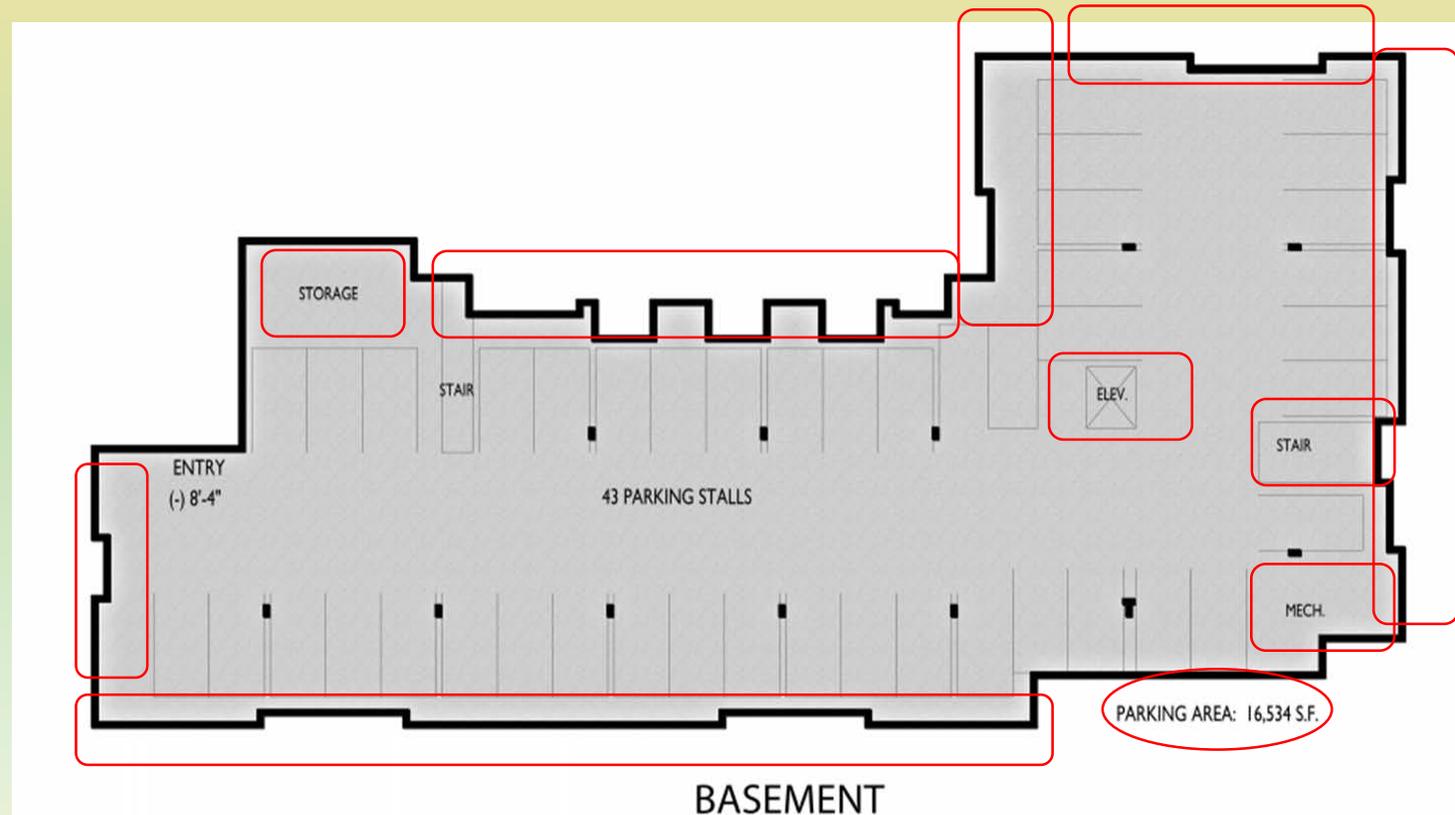
- 1.- Building Area. Comparison of project proposal with similar existent buildings in the area. NOTE: these existent buildings are in the Neighborhood Development plan map, but the Proposal Project is NOT. Slides 2-18
- 2.- Setbacks. Comparison of project proposal with similar existent buildings in the area. Slides 19-24
- 3.- Comparative Views of project proposal and existent site, from Whitney Way, Old Middleton Rd, and Corner of Whitney Way and Old Middleton Rd. Slides 25-28
- 4.- Questions. Slides 29-33
- 5.- Project's impact on the neighborhood area. Slides 34-39
- 6.-Summary Slide 40

5201 Old Middleton Project

Analysis from Neighborhood point of view

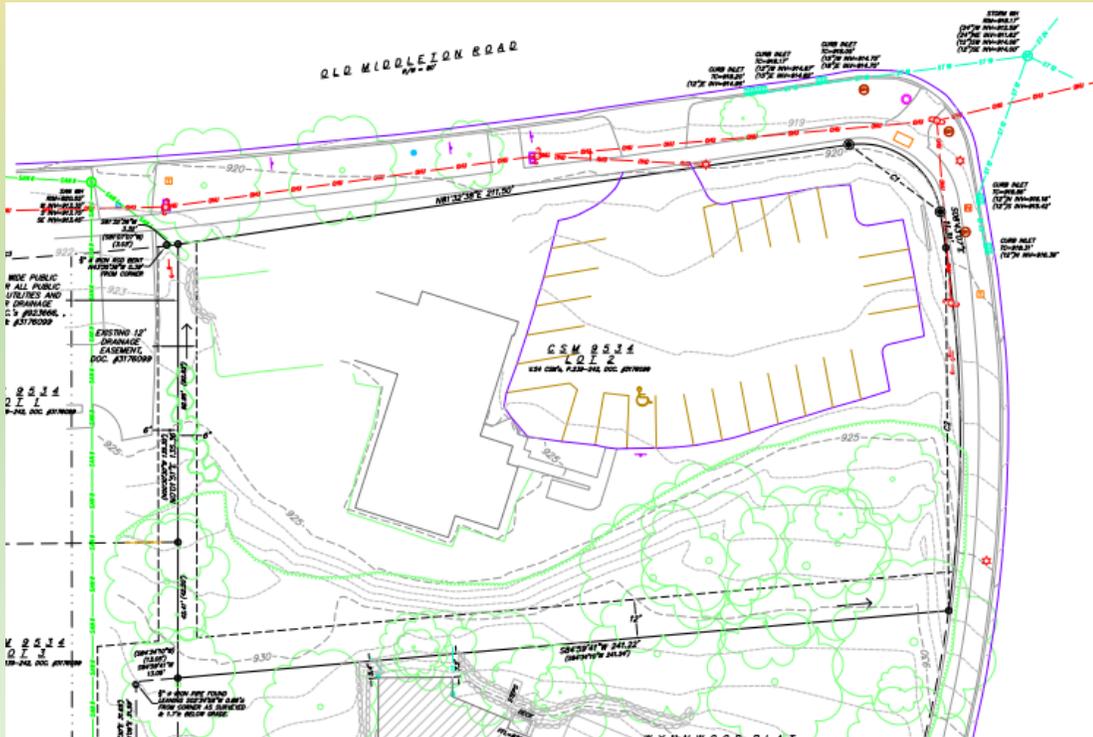
1.- Building Area. Comparison of project proposal with similar buildings in the area.

NOTE: For the project proposal the area of the parking in the basement was considered the area of the building, although the real is bigger, since it should include the other areas in the basement (storage, mechanical, stairs, elevator, etc.) and the retaining walls, but this information is not on the presentation plans, and the complete set of plans won't be available until after submission on September/October, according with Alder Furman's information sent to me.

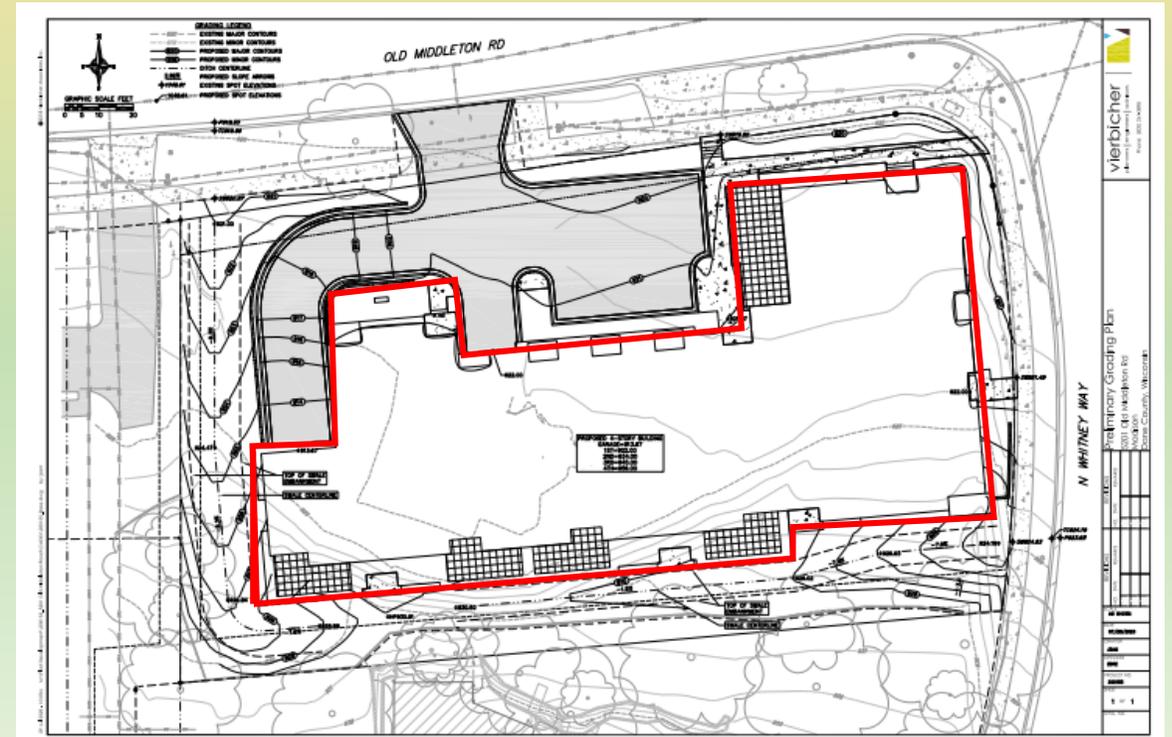


5201 Old Middleton Project

Analysis from Neighborhood point of view



Existing Building: 3,667sqf
Lot: 34,294sqf
Building occupies 10.7 % of lot area



Projected Building: 16,534+sqf
Lot: 34,294sqf
Building occupies 48.2 % of lot area

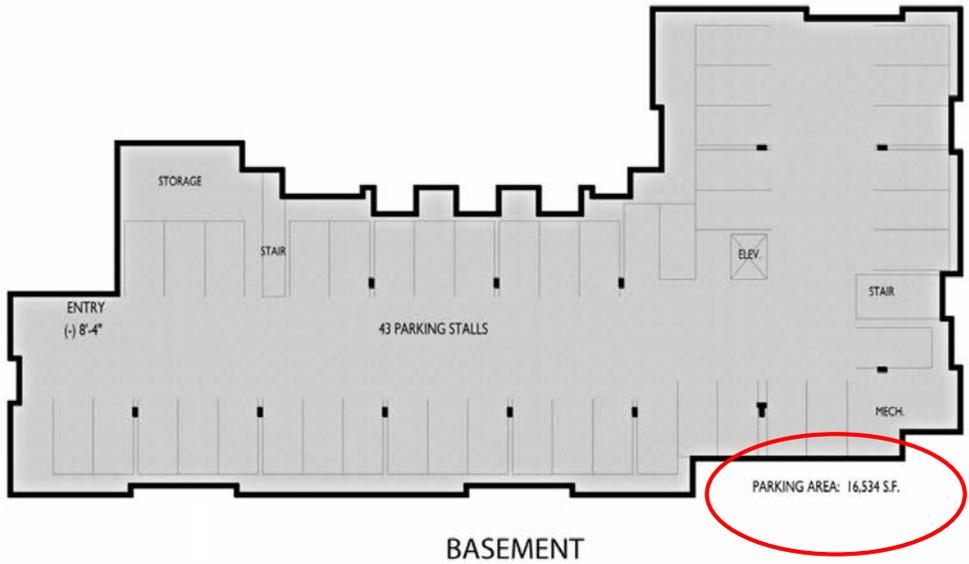
5201 Old Middleton Project



5201 Old Middleton Existent
Built Area 3,267sqf



5201 Old Middleton Project
Projected Area to build 16,534sqf



BASEMENT



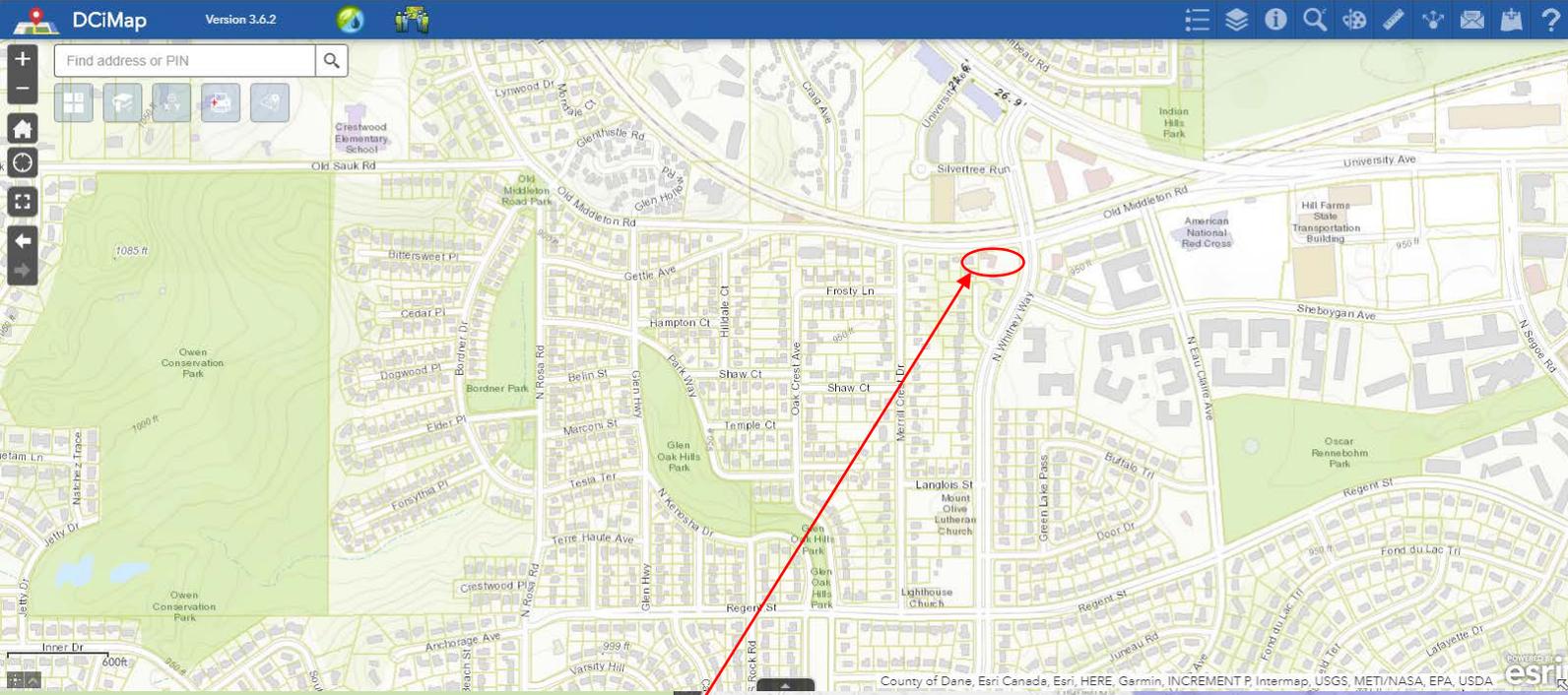
FIRST FLOOR



SECOND & THIRD FLOOR

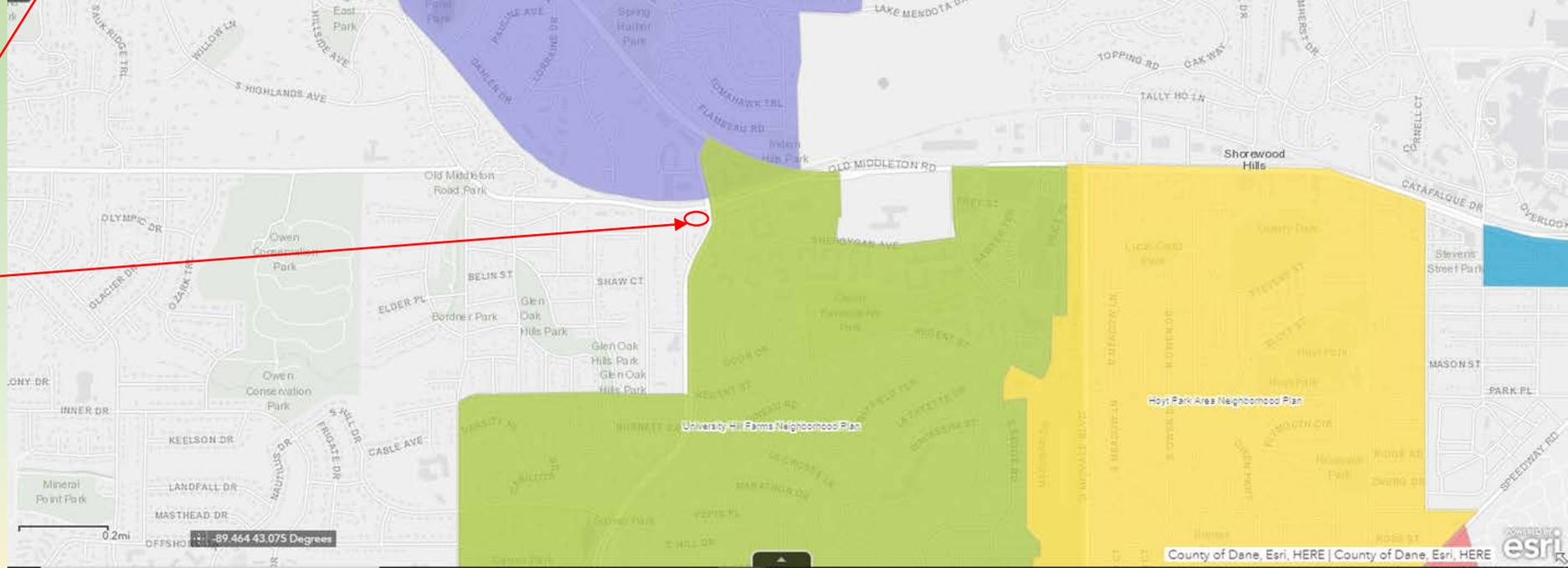


FOURTH FLOOR



5201 Old Middleton

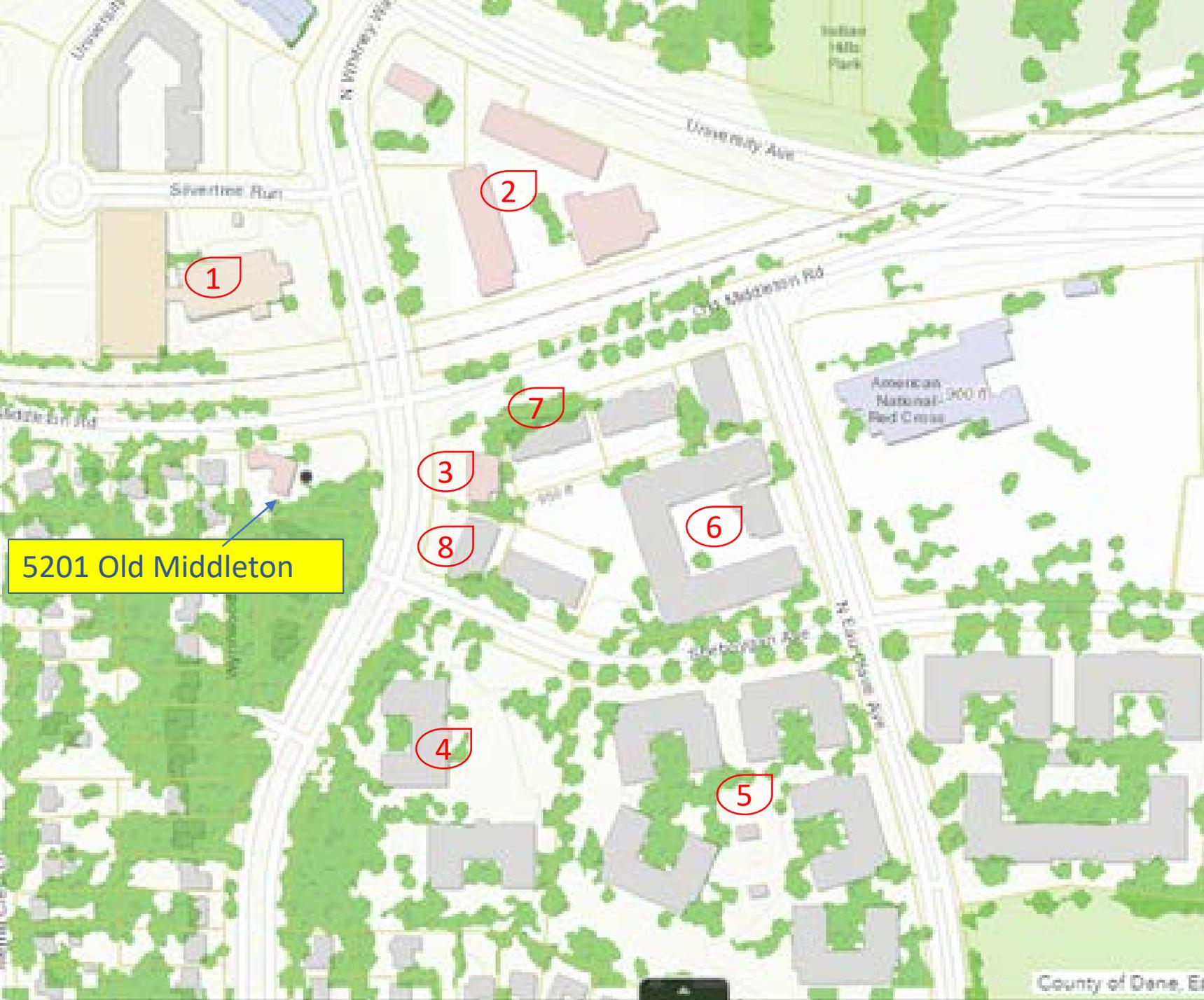
Project on 5201 Old Middleton Rd. is NOT located in the areas included in the Neighborhood Development Plan map.



COMPARISON OF AREAS OF PROJECT PROPOSAL vs EXISTING BUILDINGS IN THE AREA

NAME BUILDING	AREA BUILDING B sqf	AREA LOT L sqf	RATIO AREAS B/L %	DIFF&ERENCE Proposal to each one %
PROPOSAL	16,534	34,294	48.2	0
5201 Existent	3,667	34,294	10.7	+37.5
1	21,153	120,293	17.6	+30.6
2	47,891	169,959	28.2	+20.0
3	5,102	23,040	22.1	+26.1
4	41,004	248,068	16.5	+31.7
5	113,720	440,313	25.8	+22.4
6	57,213	156,144	36.6	+11.6
7	9,438	26,705	35.3	+12.9
8	8,638	30,489	28.3	+19.9
9	14,828	91,454	16.2	+32

NOTE: Areas do not include exterior parking, just the buildings



Comparative of Areas

5201 Old Middleton Project

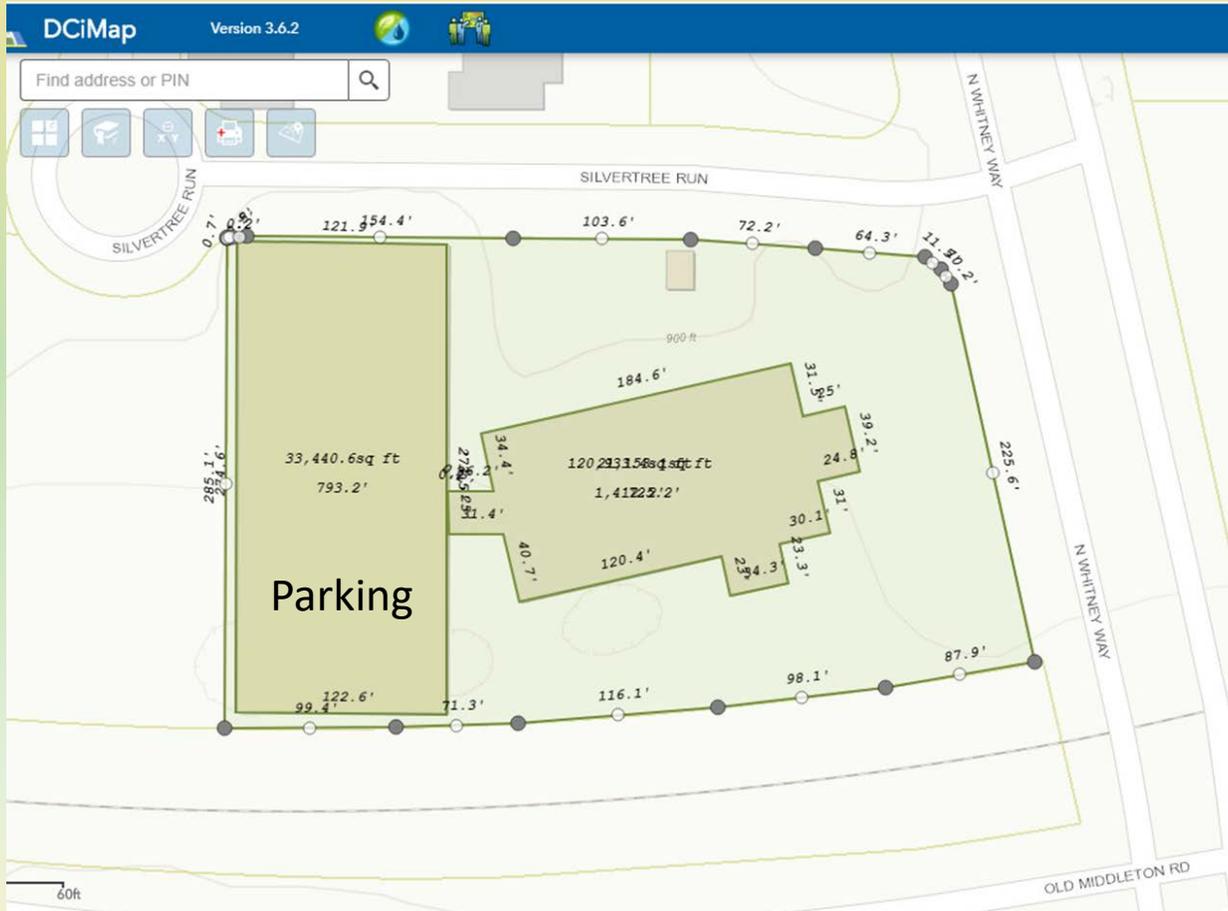
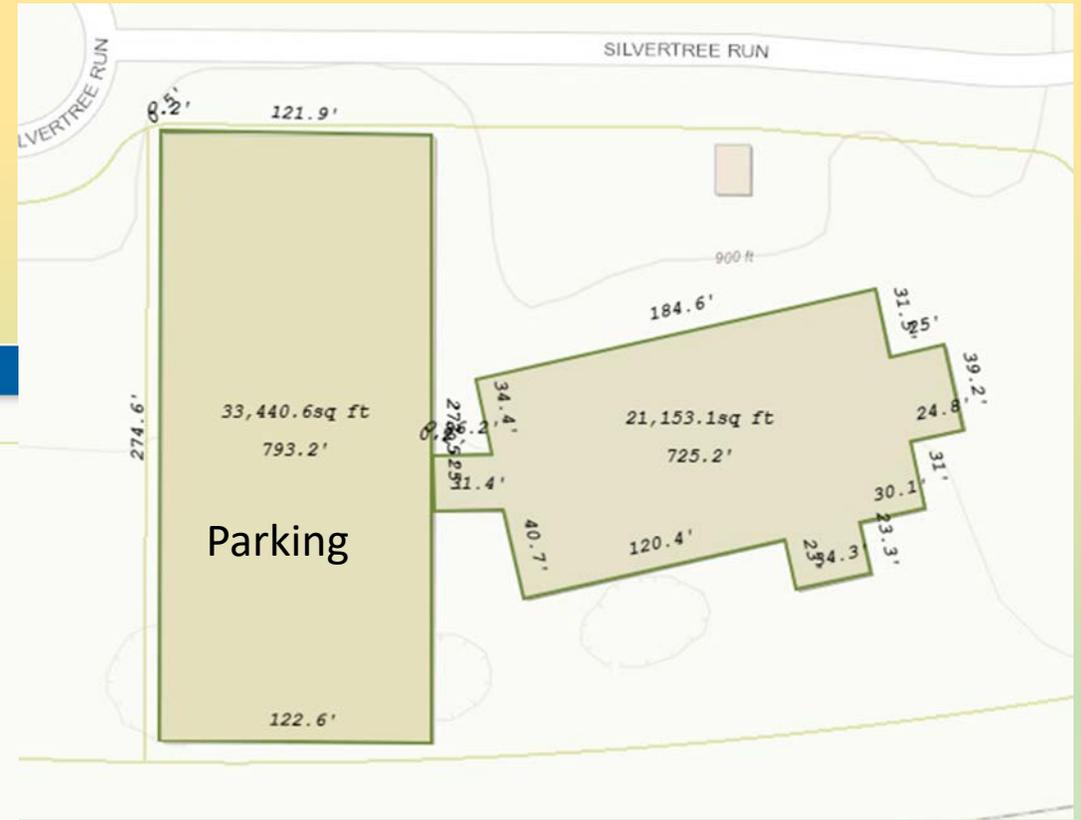
vs

Existing Buildings around the project area

 Building number

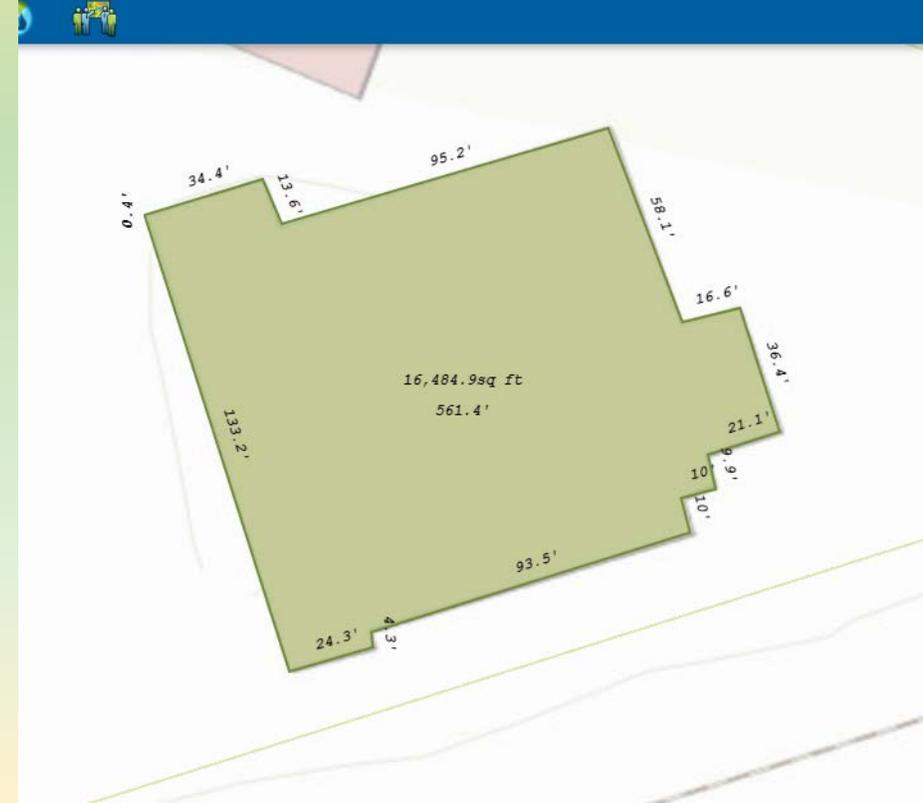
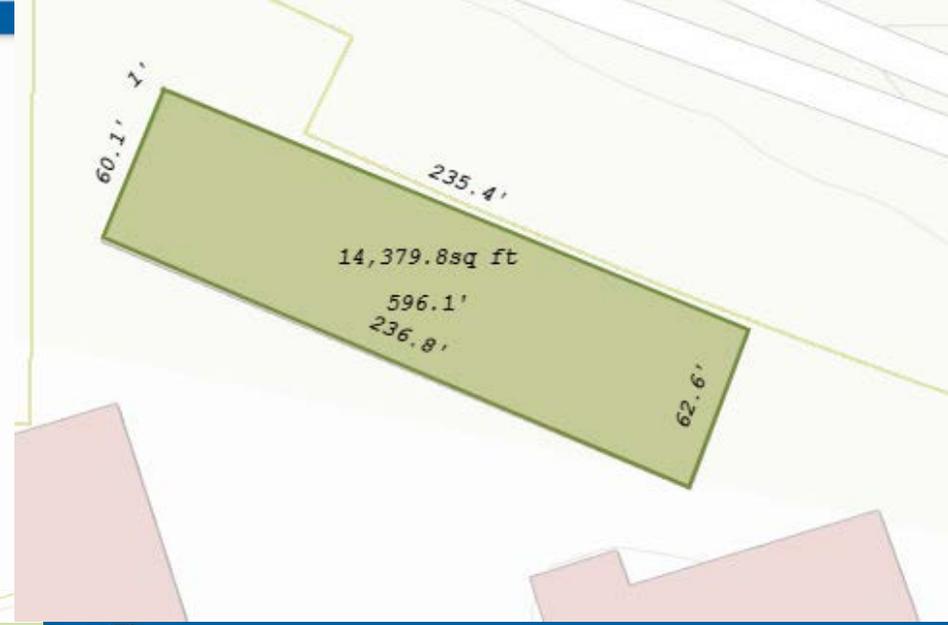
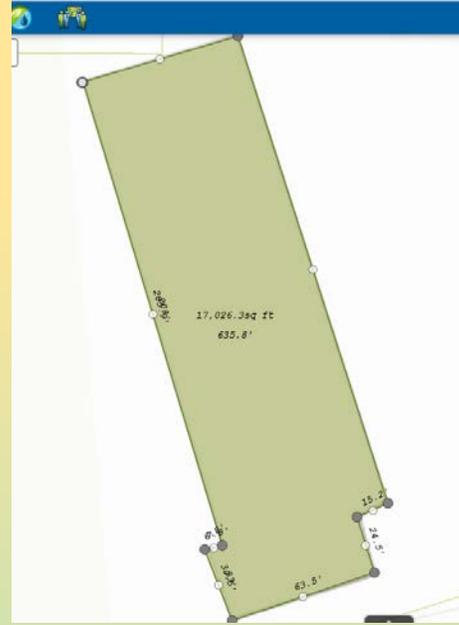
Building area: 21,153sqf
Lot: 120,293sqf
Ratio: 17.6%

1



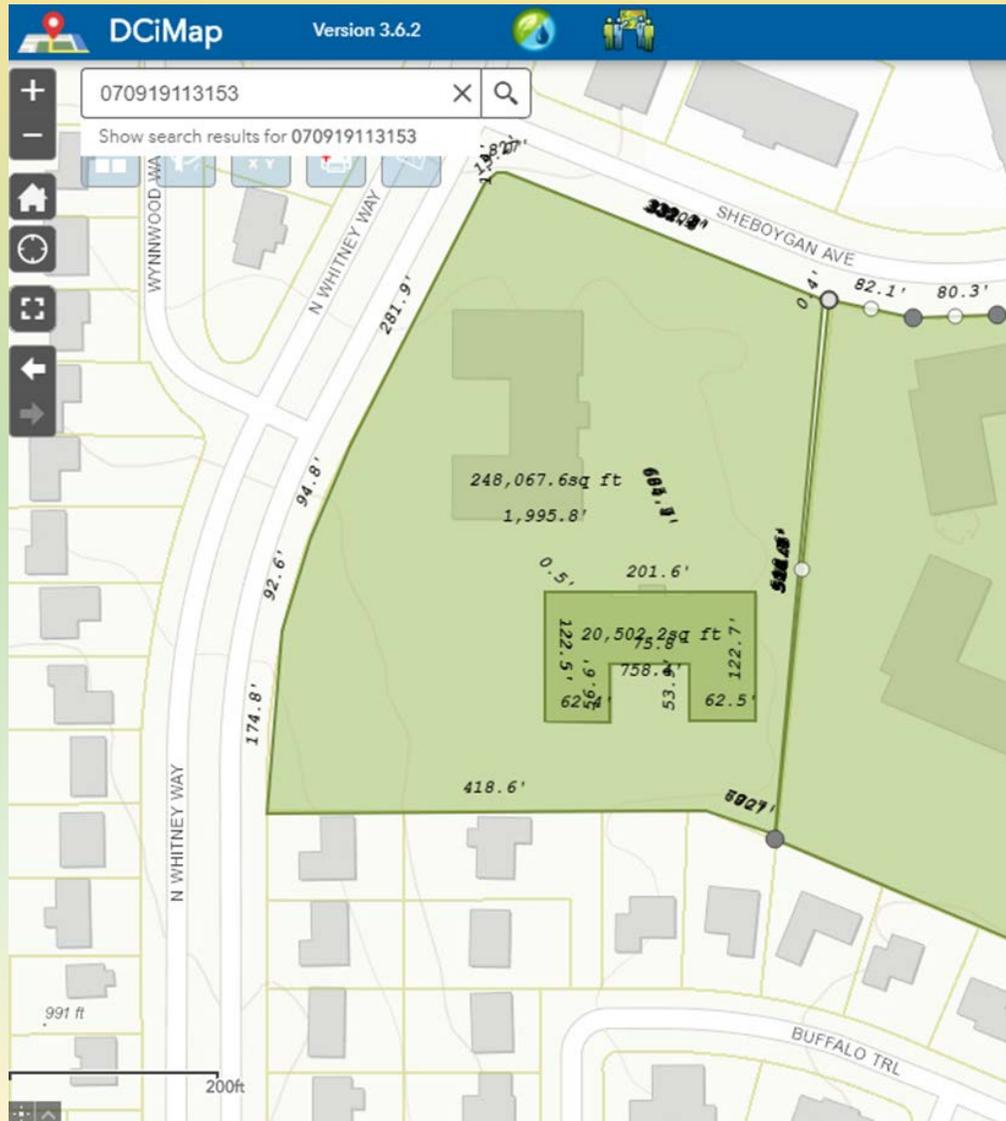
Buildings area: 47,891sqf
Lot: 169,959sqf
Ratio: 28.2 %

2



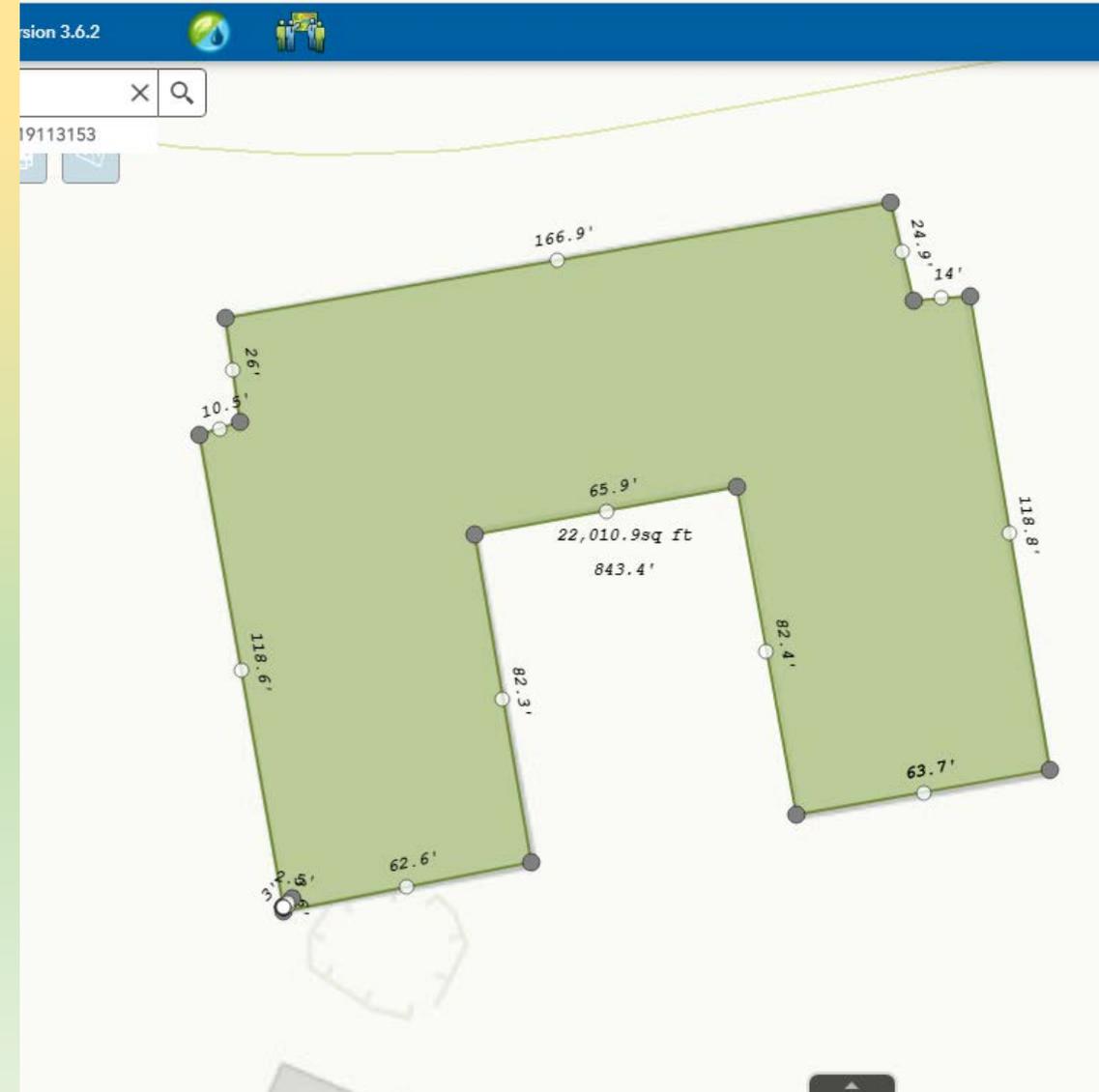
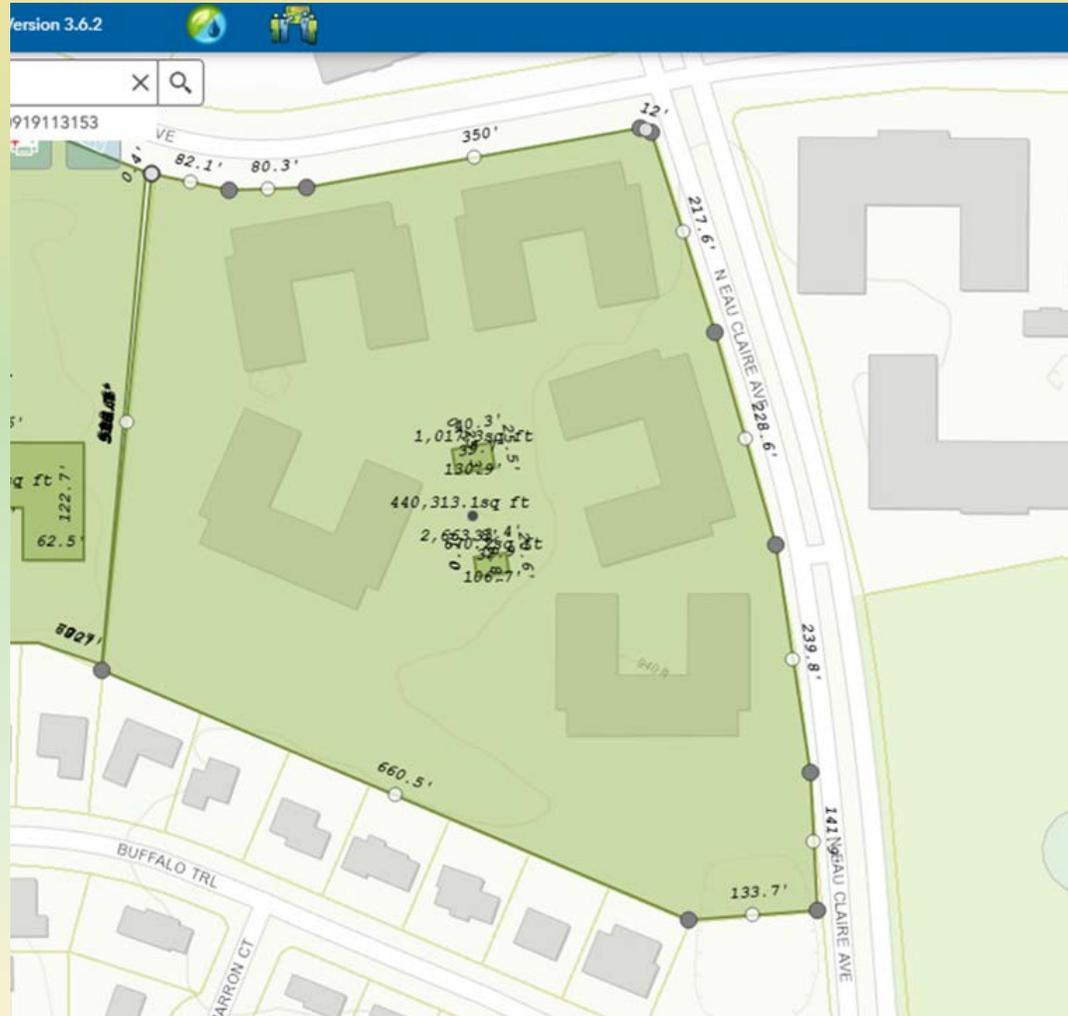
Building area: 20,502sqf x 2 units = 41,004sqf
Lot: 248,068sqf
Ratio: 16.5%

4



Building area: 22,010sqf x 5 units = 110,050sqf
Small buildings: 3,670sqf
Lot: 440,313sqf
Ratio: 25.8%

5



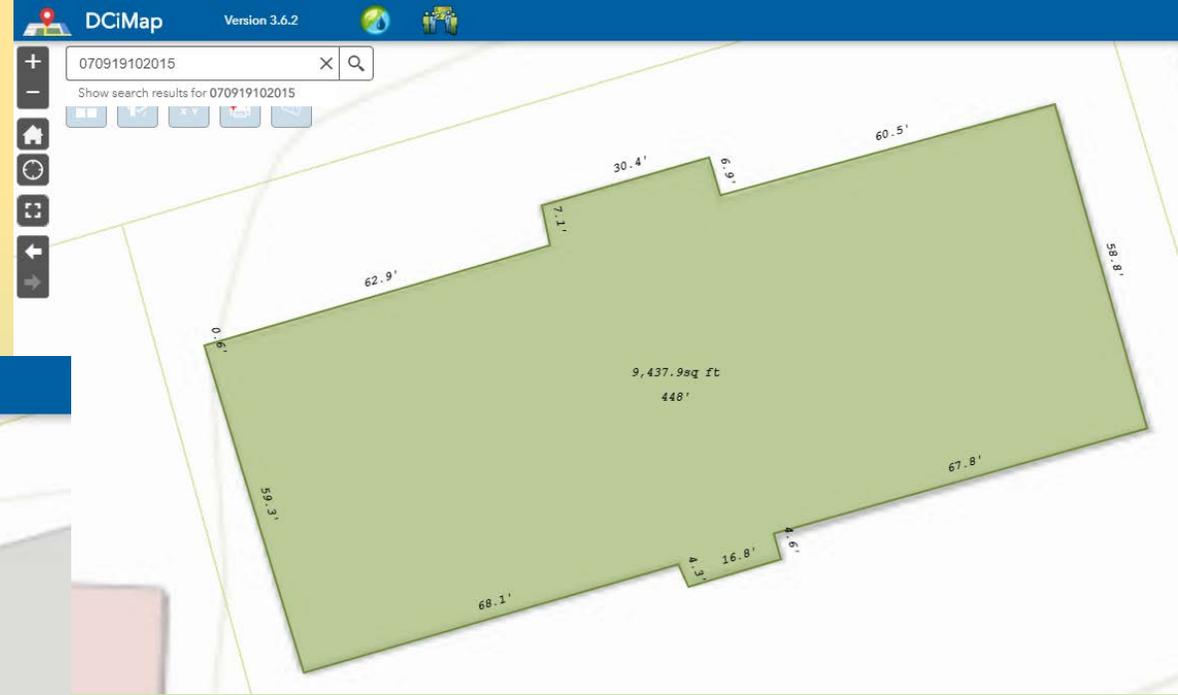
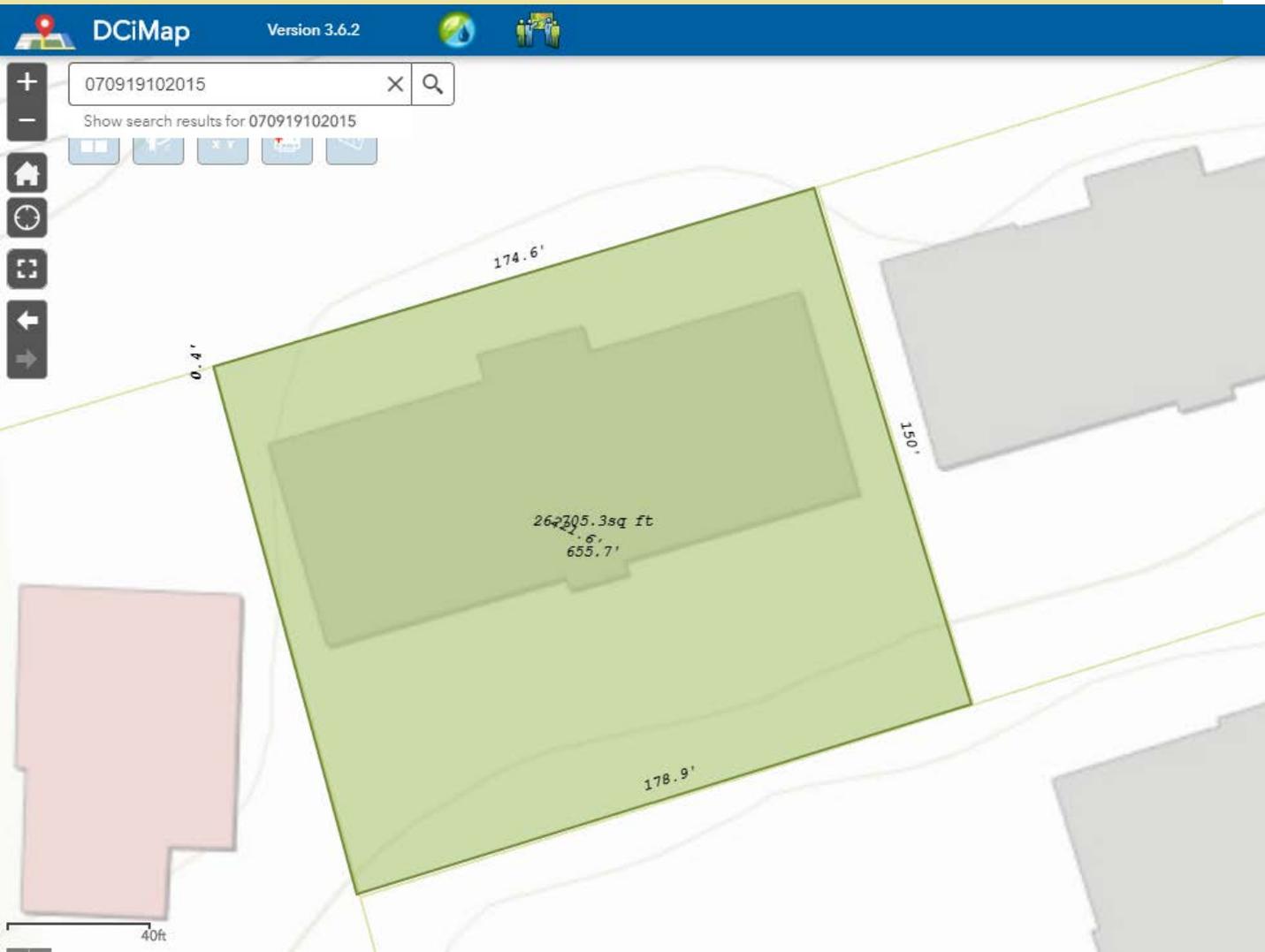
Building area: 57,213 sqf
Lot: 156,144sqf
Ratio: 36.6%

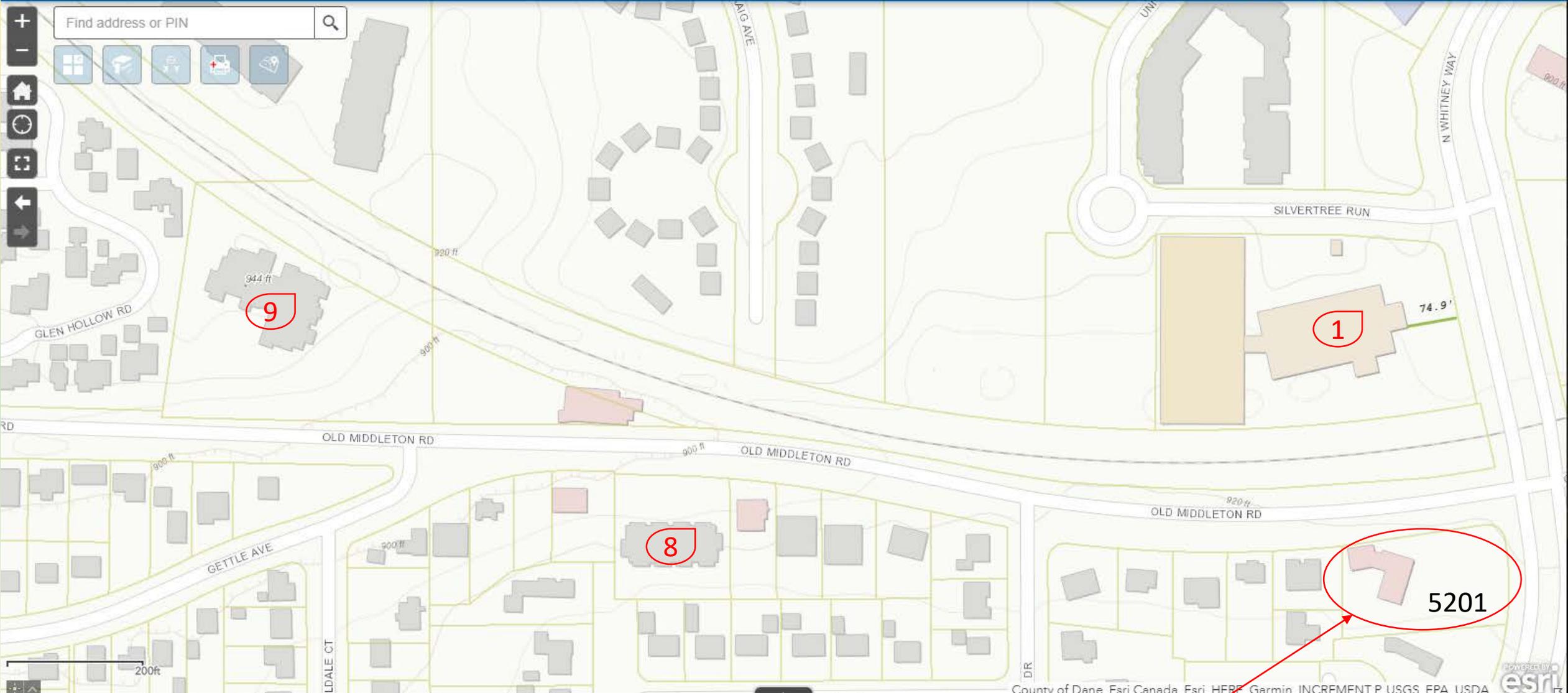
6



Building area: 9,438sqf
Lot: 26,705sqf
Ratio: 35.3 %

7

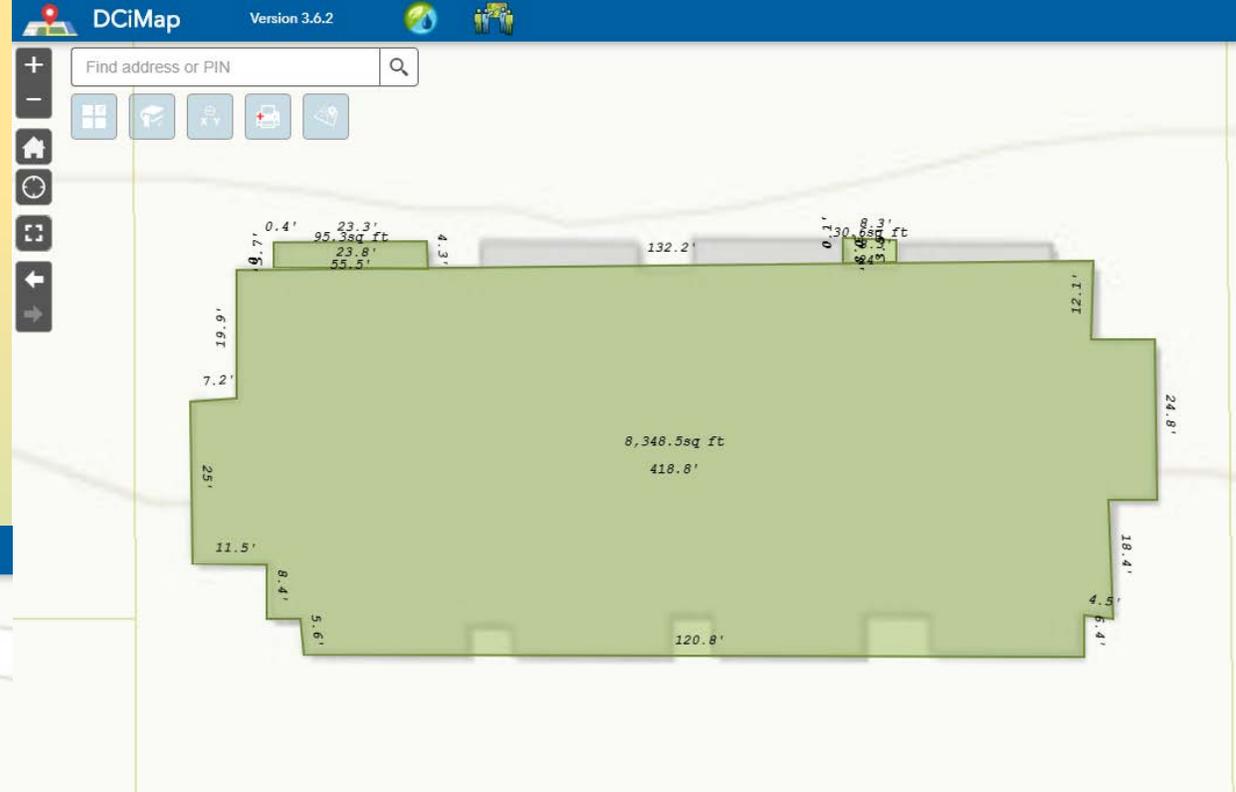
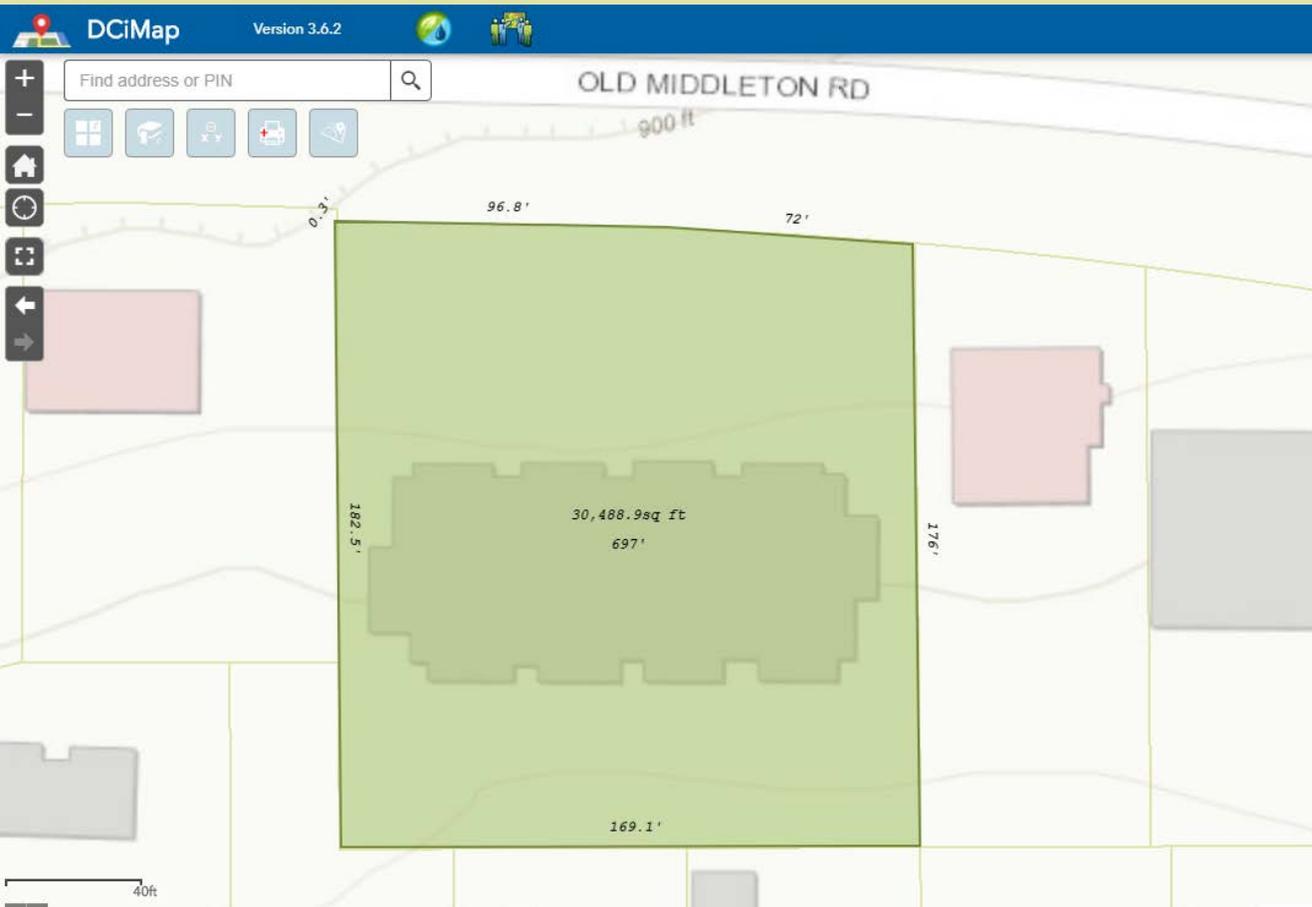




5201 Old Middleton Rd

Building area: 8,638sqf
Lot: 30,489sqf
Ratio: 28.3 %

8



SETBACKS !!!

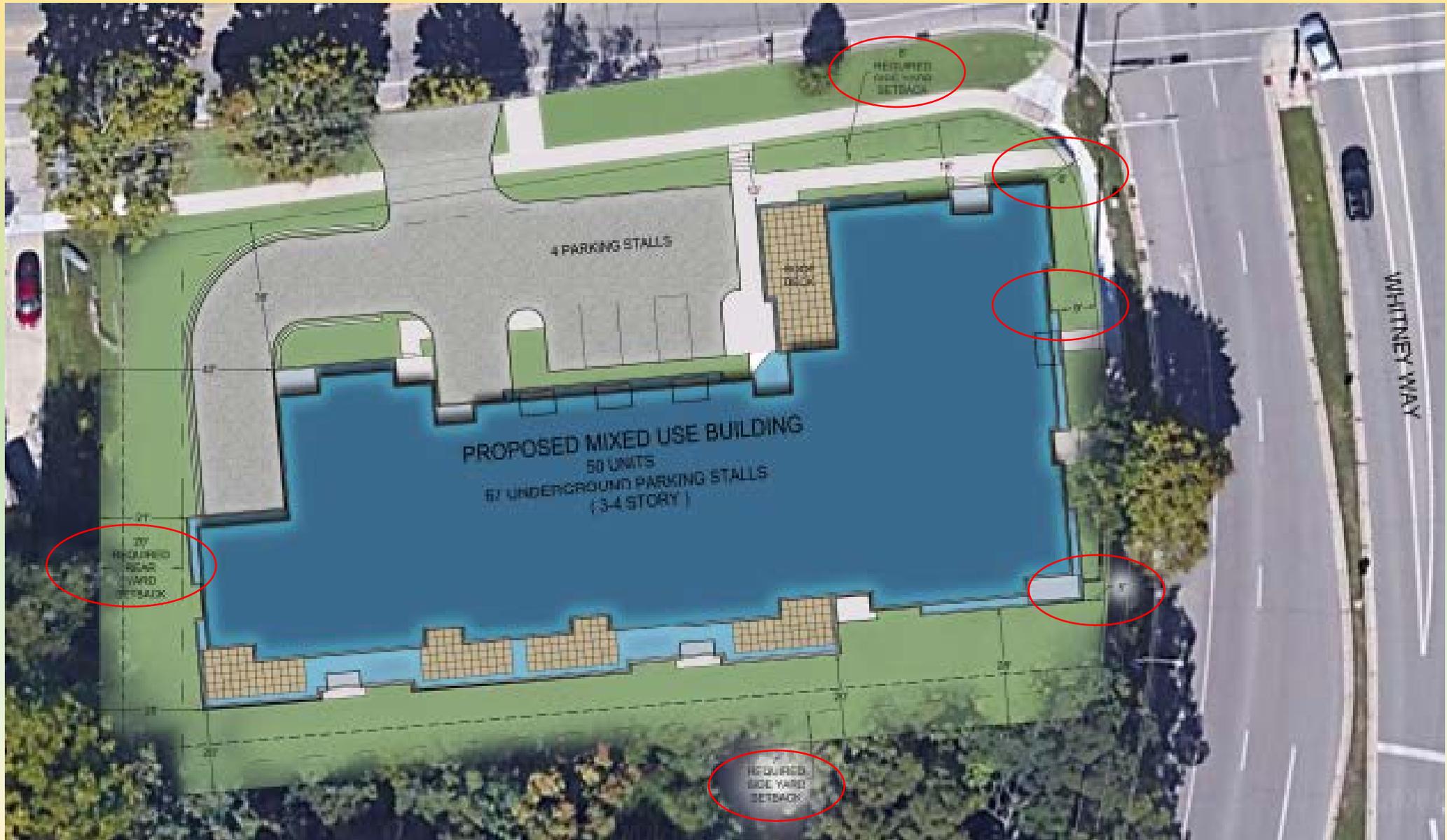
FRONT – Whitney Way

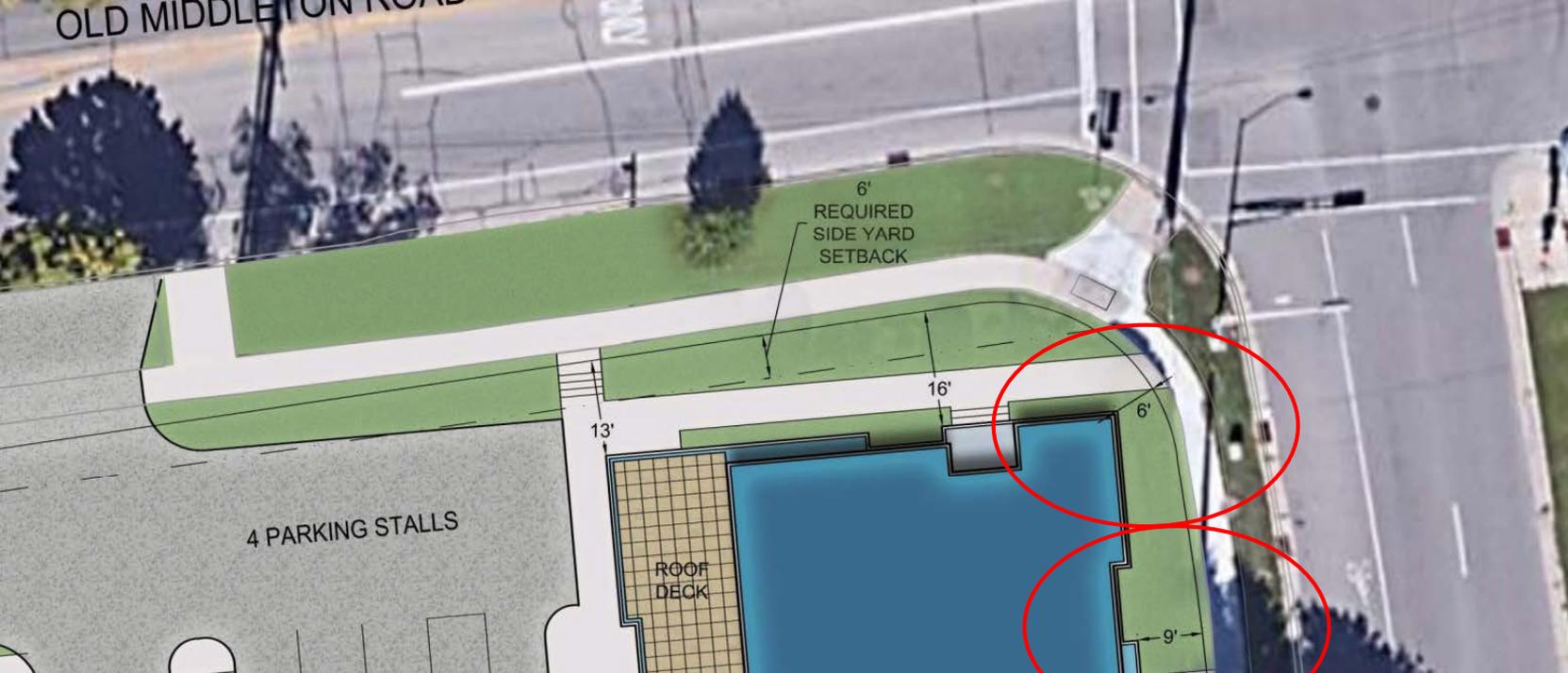
BACK – Drainage Easement

SIDES- Old Middleton Rd

PROJECT PROPOSAL vs EXISTENT IN THE AREA

What about setbacks?





Minimum required Front setback on Whitney Way

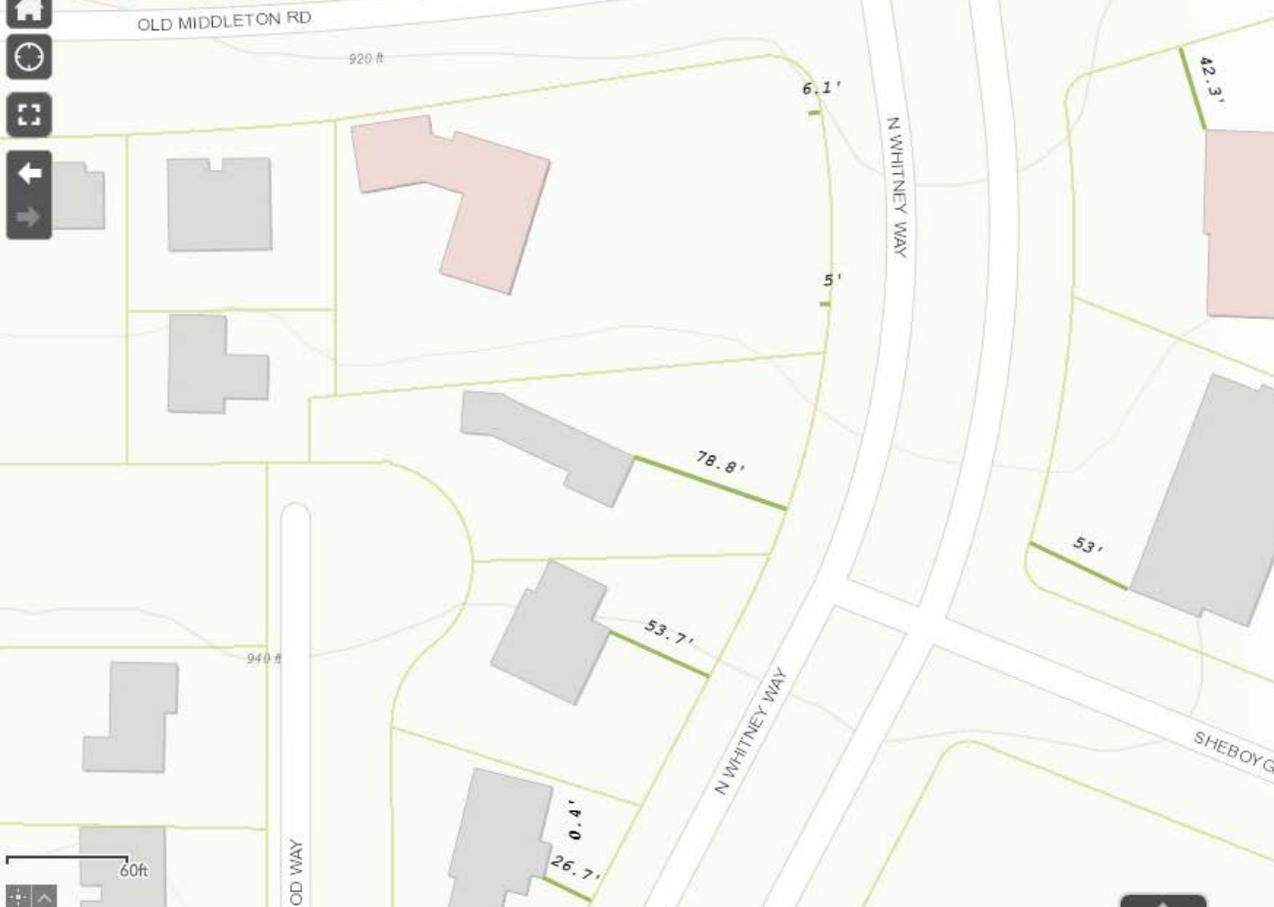
Proposal is 5'? 6'? 9'?

NOTE: With 5', 6' & 9' front setback on Whitney Way, this would be the only building on the way of Whitney Way expansion in the future



Find address or PIN

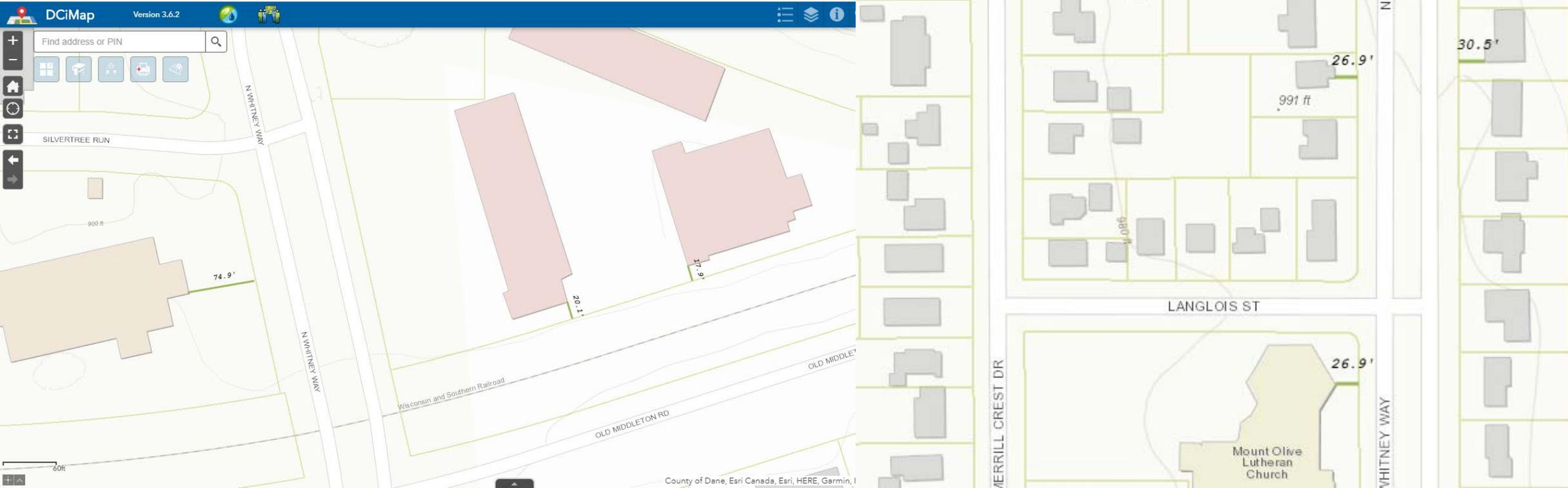
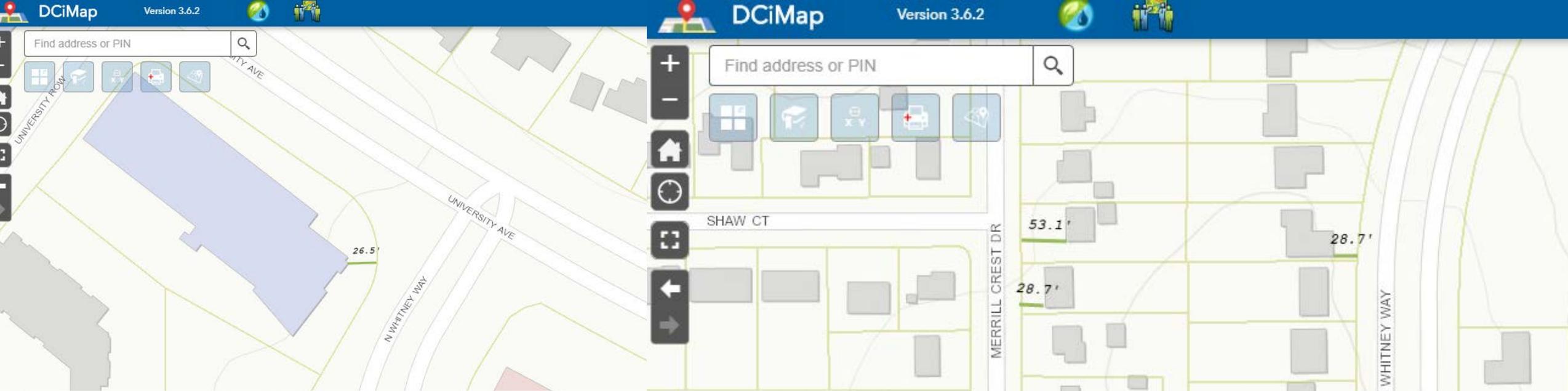
Map navigation icons: Home, Refresh, Full Screen, Print, Measure

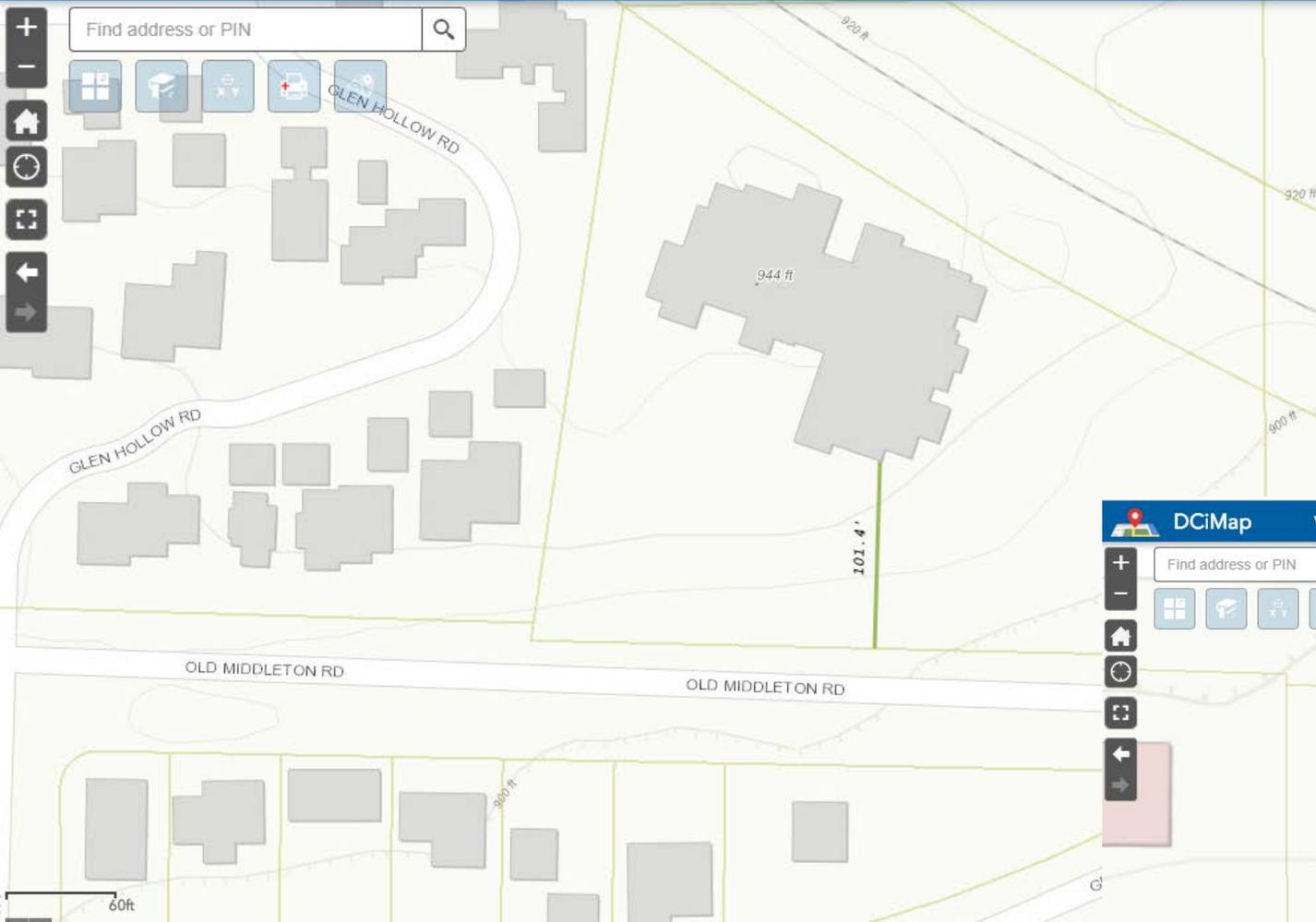


Find address or PIN

Map navigation icons: Home, Refresh, Full Screen, Print, Measure







COMPARATIVE VIEWS

CORNER OF WHITNEY WAY AND OLD MIDDLETON RD.

WHITNEY WAY

OLD MIDDLETON RD.



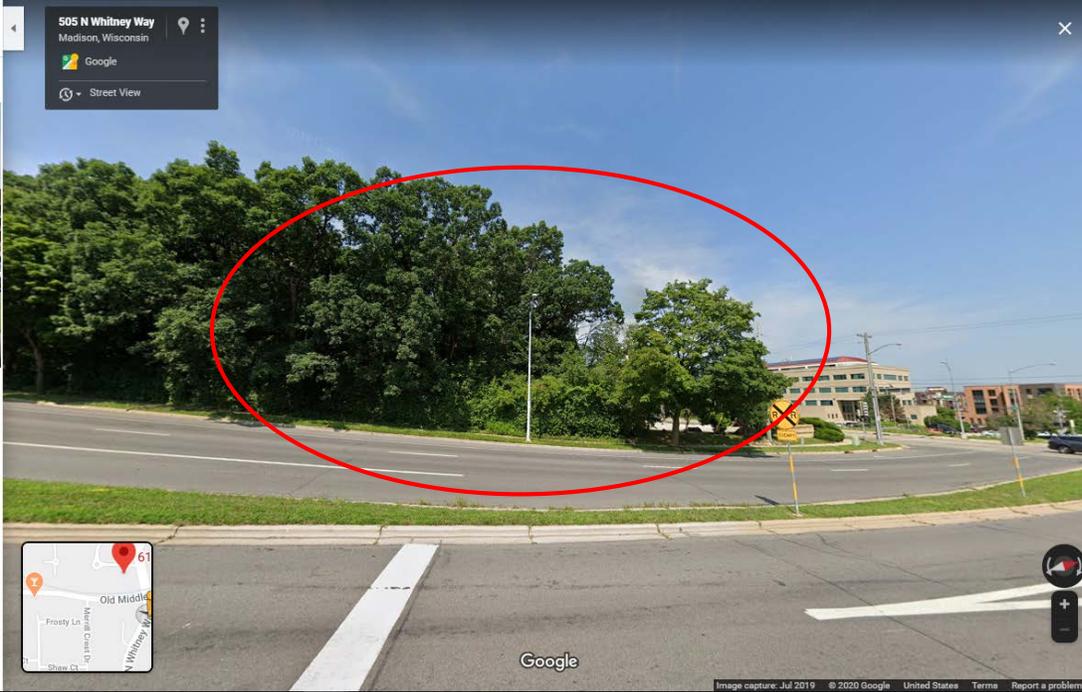
Comparative view from corner of Whitney Way and Old Middleton

Proposal

Existent

NOTE: These 40-50+ years old trees most probably would not be there because they are in the construction area





Comparative View from Whitney Way

Proposal

Existent



5201 OLD MIDDLETON RD, MADISON WI
RENDERED PERSPECTIVE - SLIDE 6
NEIGHBORHOOD MEETING,
JULY 29, 2020
kba
Knowledge + Design



Comparative view
from
Old Middleton Rd.

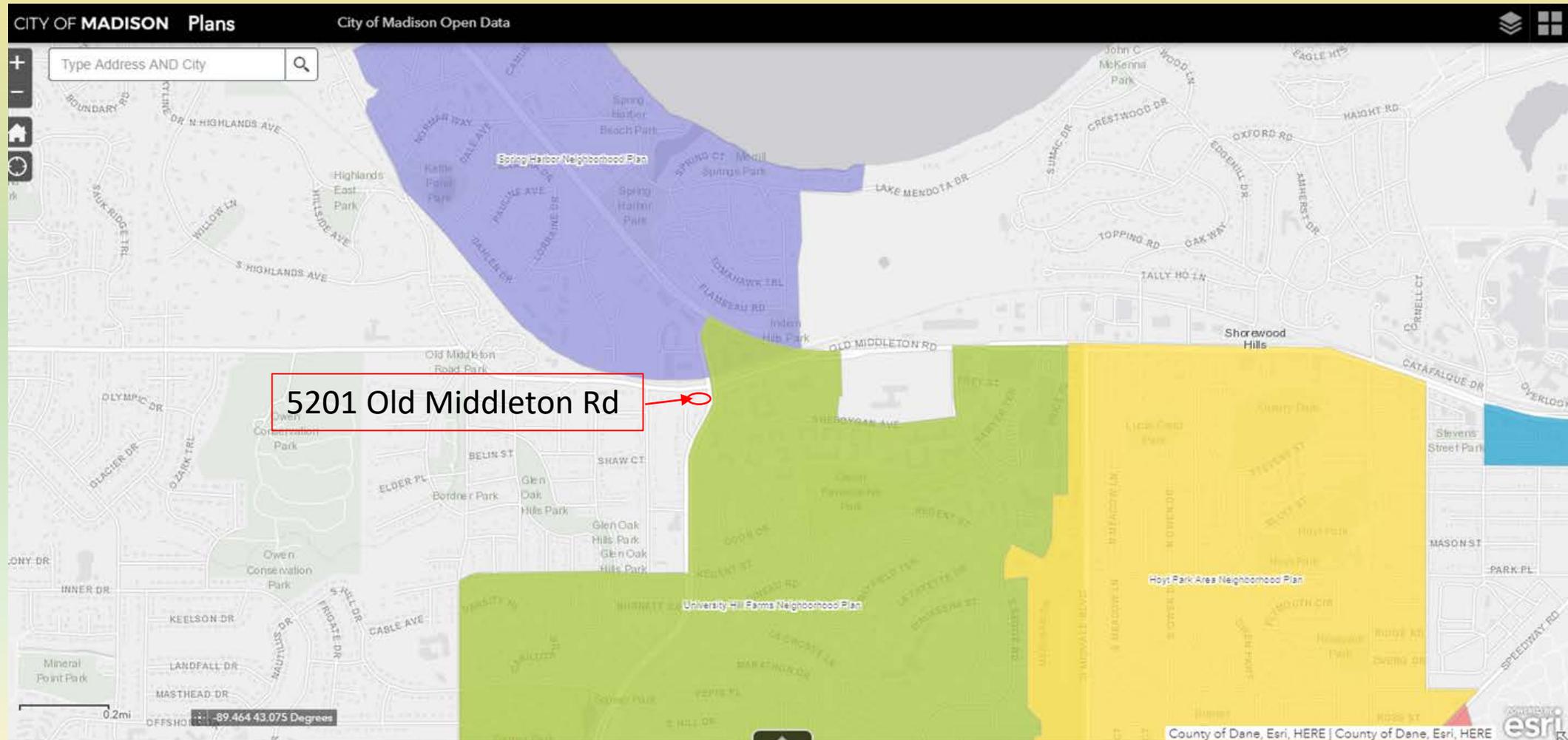
NOTE: These trees would not be there because they are in the construction area



QUESTIONS

- Building area allowed? Setbacks? Occupancy? Environmental damage? Resources? Neighborhood conditions?
- Neighborhood is not included in the Neighborhood development plan map, Why is this type of project here?
- How is this project presented as a *redevelopment* if 3,667sqf current project would be torn down and replaced by a new 4 floor +16,534sqf building?
- The Glen Oaks Committee does not exist: the developer needs to contact the owners directly or get community input.
- Why hasn't District 11 sent information to public/owners about the projects in the area? Who replaces the Alder in absence like this COVID19 time? I wrote to her about this project a month ago and did not receive any answer.
- Project should be compatible & aligned with the neighborhood
- Use? Students? Seniors? Families with kids have no space/yard to play

Glen Oaks does not show up in the Neighborhoods Development Plan Map. Why is this project here & now?



Why haven't the developers presented this proposal to Glen Oak's owners, when it is the most affected neighborhood by this construction now and for the future of their properties?

According to the developer that is because the neighborhood does not have a committee, so they don't have to present the project or schedule a meeting.

The zoom presentation on July 29, 2020 was requested and promoted by a Nextdoor neighbor directly affected by the project, not by the developers

Why have the Code chapters directly concerning this project been changing lately? More so, why in the middle of a pandemic situation where many people have had to stay home due to COVID-19 rules, sick, attend or care for a relative, etc. and the priority is health and not the development of the city, and neighborhood?

Particularly the changes of the Code, Chapter 37, Stormwater management, on June 2020 and Chapter 28, Zoning, on July 2020 on Council Meetings?

Why modify the Code regulations, when it is the project that is supposed to be modified to comply with the regulations and adjust to the neighborhood area?

This project may comply with the Code regulations on paper but is out of place and oversized for this neighborhood. It would be an excellent project downtown, but not here

PROJECT'S IMPACT

Projects like this will impact the area significantly:

- Resources (roads, water and sewer system were just updated and paid by neighborhood a few years ago), and now would have additional 50+ residential units + commercial area from an oversized project for the lot
- Environment (air pollution, waste, street parking, sound, animal population, water resources, vegetation removal, decrease water infiltration, highly increased runoff)
- Precedent (This sets a **dangerous** precedent for developers to continue altering this neighborhood, residents and regulations surrounding construction)

Projects like this will impact the area significantly:

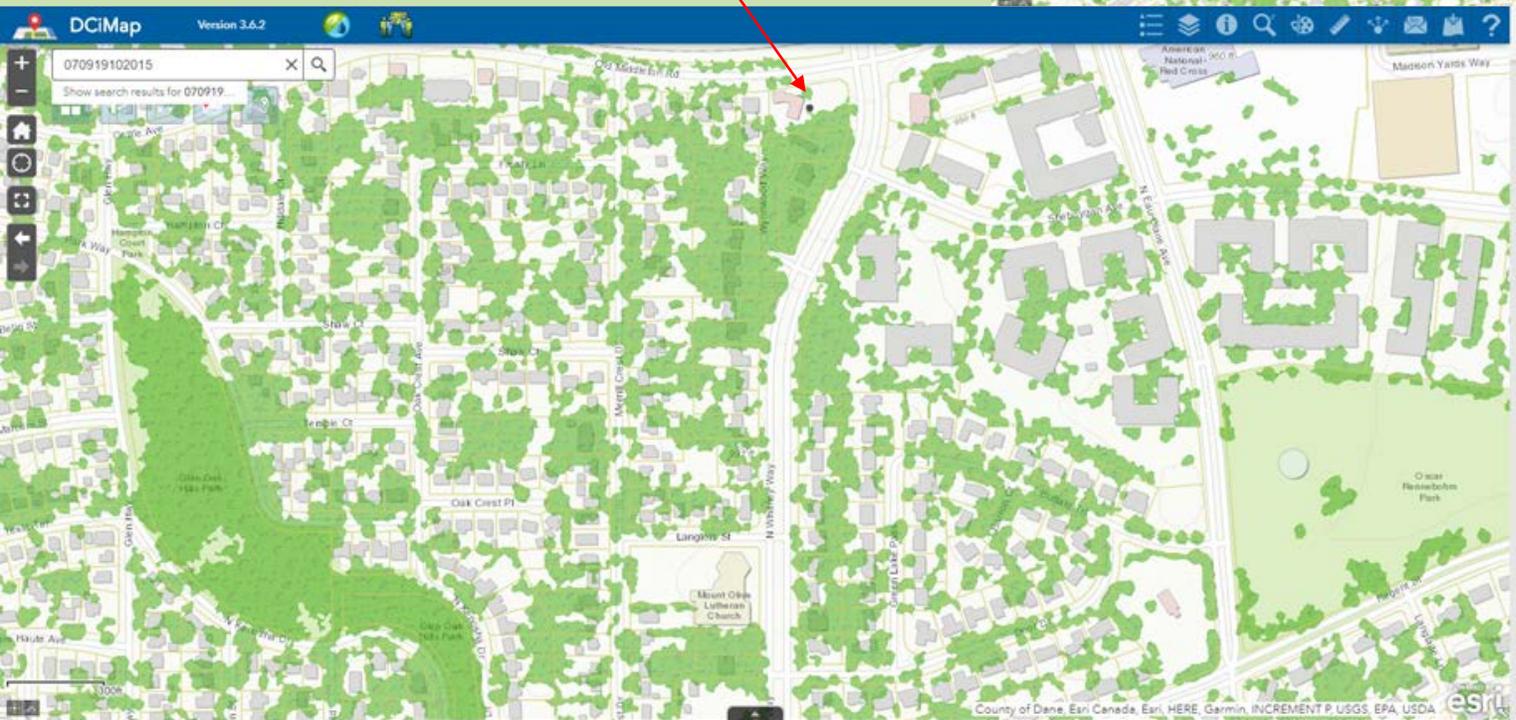
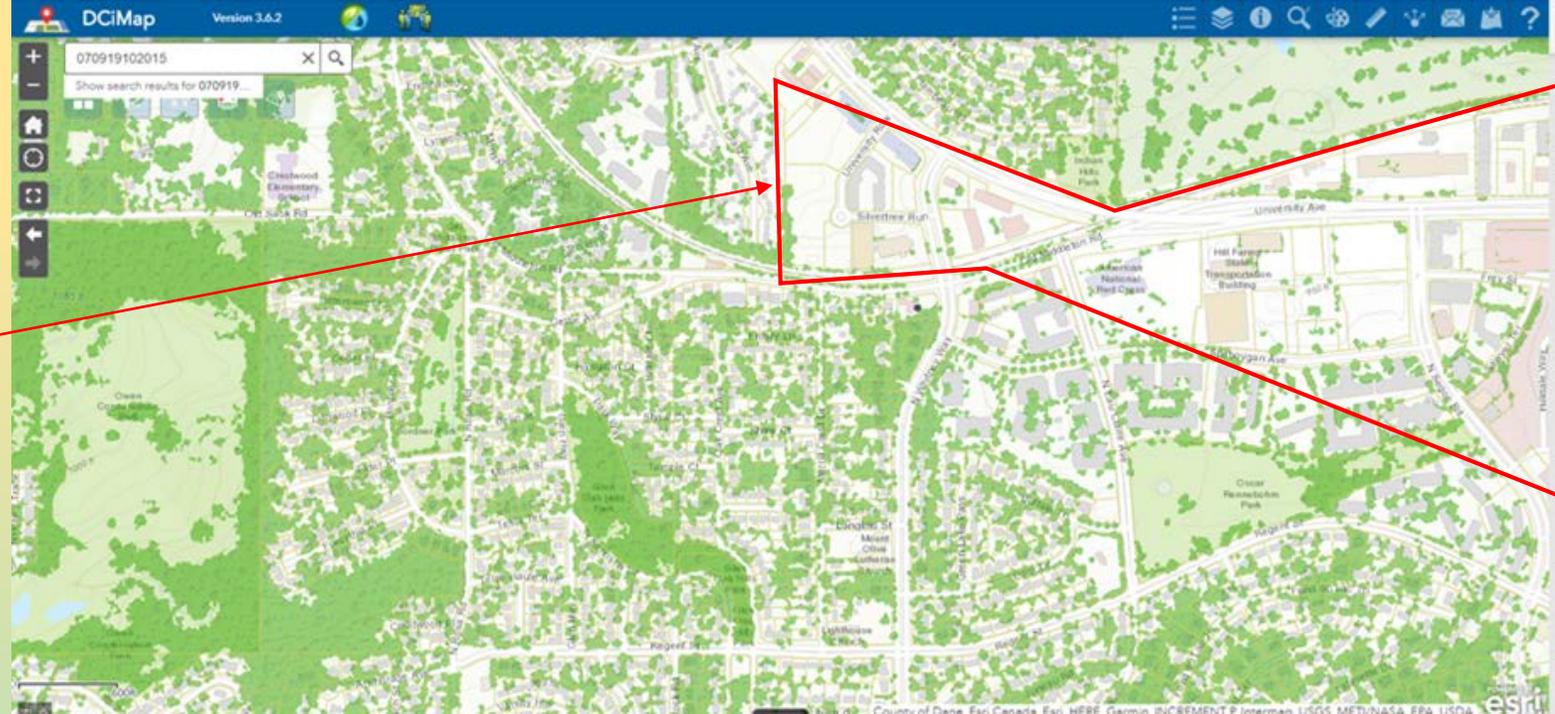
- Traffic: Entrance to project is very close to the corner, where on normal days and peak hours, the cars are lined up for more than two(2) blocks to cross the intersection on Whitney Way and Old Middleton.
- Safety: There are many kids that walk or bike to the schools in this area: Crestwood, Spring Harbor, Jefferson Middle School, Memorial High School. In addition, there are many adults in the area that bike to work. This is a FOUR corner cross, TWO main streets, TWO ways each, plus a railroad crossing.

The prospect of other developers do the same in the near future would **eliminate** the special characteristics of this green and friendly neighborhood (safety, children and family friendly, green space, old and high trees, colorful vegetation, fresh air, water resources, animal life and more).





If this FIRST project is built, the Glen Oak neighborhood will turn into an area similar to the one on the right side, with big buildings and no trees, in no time.



SUMMARY

- This project will have devastating consequences on the Glen Oaks neighborhood as a whole
 - Environmental Degradation
 - Traffic, air pollution, human factors
 - Mismatch with neighborhood
 - Safety

Plan Commission:

An agenda item on the October 19th agenda is the consideration of a development on the corner of Old Middleton Rd and Whitney Way. There are a number of issues we would like the commission to consider in their review of this agenda item. We are not in opposition to the development of this property, but are concerned with the current scope and magnitude of the project.

1. The corner on which the project is to be developed is “very” busy most of the day, but especially at commuter times (pre -pandemic). The project proposes the addition of at least 50 individuals, most of whom we assume will be of working age, trying to exit the property with very limited roadway before the intersection. (Although not relevant to the development, the intersection is further complicated by the fact Old Middleton Rd is a single lane two way street and Whitney Way is a boulevard. Also approximately 10 yards from the intersection there is a railroad crossing on Whitney Way).
2. Old Middleton Rd. frequently serves as a right away for fire and rescue emergency vehicles traveling west.
3. At a public hearing Flad Development indicated that at least 60% of the space available would be utilized. Obviously this is within code. The property is at the base of a hill, we believe currently it has contributed to facilitating storm drainage during the more frequently occurring excessive rain storms. This project would add more impervious cover. We believe certain recent (June) changes in City Ordinance, Chapter 37, should be taken into consideration when looking at this project.
4. If Well 14 is the source of water for this project, its’ vulnerability, especially with current sodium levels should also be taken into consideration.
5. Last but not least this area of Madison has numerous proposed additions to the “apartment” market. Madison Yards being the most significant. It is our understanding from the media that the city is in need of affordable housing, this project does not address this need.

Thank you for your consideration of these issues:

Patricia A. Lasky
John J. Hanrahan
District 11
501 Wynnwood Way

From: Charles Gervasi
To: [Martin, Arvina](#); [Parks, Timothy](#)
Cc: flad@flad-development.com; [Furman, Keith](#)
Subject: Re: Proposed Development at 5201 Old Middleton Road (Flad Development)
Date: September 10, 2020 2:19:58 PM

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Alder Martin,

I have lived in Hill Farms for the past 15 years, currently at 218 S Whitney Way, 0.7 miles south of the [proposed development](#). I support this development. Many new jobs are being created in the Research Park, and we need more residential, which will in turn make the area attractive for more business growth. Encouraging development near where the jobs are is an unglamorous but important thing we can do to help the environment.

I hope Madison will approve this development.

Sincerely,

Charles J Gervasi

From: noreply@cityofmadison.com <noreply@cityofmadison.com>
Sent: Thursday, September 10, 2020 1:16 PM
To: Melinda . <melinda@gustafsonlegal.com>
Subject: [Alder Martin, District 11] Proposed Development at 5201 Old Middleton Road (Flad Development)



Flad Development has formally submitted their plans and application for their Whitney Reserve Apartments project at 5201 Old Middleton Road. The developed is proposed to be a four-story mixed use building comprised of 49 studio, one- and two-bedroom and 1 bed + den units, 66 underground ...

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From: [Renee Platto](#)
To: [Parks, Timothy](#)
Cc: [Duhr, Michael](#); [Furman, Keith](#); [Malloy, Sean](#); [Martin, Arvina](#)
Subject: Re: Fw: proposed development
Date: September 18, 2020 10:38:11 AM

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Tim,

Thanks for the response we appreciate it, helpful to know more of the process.

We are definitely scared for demolition and construction disrupting the intersection. How will they keep the intersection safe? They have not accomplished this at the Segoe road intersection. There has been a ton of communication and complaints on the NextDoor neighbor app several people have stated they reached out to the City of Madison Traffic Engineering. We can't have these mistakes at our intersection because it's a main emergency vehicle route and there's the railroad crossing. Just this morning there's been 3 trains that have already gone by causing back ups. And remember Madison Yards development will bring even more traffic.

Looking at the submitted plans we couldn't be more disappointed with the Flad Development team. The removal of all these mature trees is saddening. Just because you have money doesn't give you the right to destroy nature. It's seems as if Flad Development has become greedy and trying to fill every square inch. Why not construct a building that fits in the already cleared area why do you have to remove these trees that have been here for a hundred years.

We are also concerned with the integrity of Flad Development. Verbally we were told by the team the fence would be 12 feet on their property, and this did not happen and was not communicated to us that it wouldn't be possible. It seems as if the Flad Development team over promises and under delivers which does not make us feel good about their development and close proximity to them.

Nothing feels right about this project and it's sad when money and "who you know" gets to do all the taking.

On Fri, Sep 18, 2020 at 9:56 AM Parks, Timothy <TParks@cityofmadison.com> wrote:

Renee.

My apologies for not having the opportunity to respond sooner.

Construction traffic plans are reviewed, approved, and inspected by the Traffic Engineering Division. TE staff will be reviewing the Flad development at [5201 Old Middleton Road](#), including the plans during construction; they also reviewed all aspects of the Flad project at Segoe Road and Regent Street. Sean Malloy and Mike Duhr from TE are copied for their awareness of your concerns.

Best regards,

TIM

Timothy M. Parks

Planner

Department of Planning & Community & Economic Development

Planning Division

Madison Municipal Building, Suite 017 (Level Zero "0")

[215 Martin Luther King Jr. Blvd.](#)

[Madison, Wisconsin 53703](#)

tparks@cityofmadison.com

T: 608.261.9632



Due to the COVID-19 public health crisis, the Planning Division offices are closed to the public. More information on City services during this time may be found at: <https://www.cityofmadison.com/health-safety/coronavirus>. For more information on Planning Division development review operations, please see <https://www.cityofmadison.com/dpced/planning/development/437/>.

From: Renee Platto <reneeplatto@gmail.com>

Sent: September 09, 2020 8:38 AM

To: Martin, Arvina <district11@cityofmadison.com>; Furman, Keith <district19@cityofmadison.com>; Parks, Timothy <TParks@cityofmadison.com>

Subject: Re: Fw: proposed development

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Hi Tim and Alder Furman and Martin,

In the upcoming meeting can you address how demolish and construct will be able to happen safely in such a busy intersection? Demolish and construction will take a long time they can't block Old Middleton it's only one lane So many emergency vehicles use this route if they are disrupting the intersection it's going to be a nightmare, plus the added congestion of a train.

Their development on Seoge has a fence and taking over a lane of traffic, how will they be able to do that safely? I've already seen so many close calls on Seoge with people going straight in the left lane and that intersection is tinny compared to this one.

Sounds like several lawsuits coming.

Renee

From: Parks, Timothy <TParks@cityofmadison.com>
Sent: Friday, September 4, 2020 10:13 AM
To: PATRICIA A LASKY <palasky@wisc.edu>
Cc: Firchow, Kevin <KFirchow@cityofmadison.com>; Tucker, Matthew <MTucker@cityofmadison.com>
Subject: RE: proposed development

Pat,

An application was submitted on September 2, which is scheduled to go to the Plan Commission on Monday, October 19. That meeting will begin at 5:30 PM and be a virtual meeting. Public comments may be submitted to me to share with the commission until 4:00 PM on Friday, October 16. A staff report will be provided to the commission on October 15, which will include the recommended conditions of approval and conformance with approval standards and adopted plans.

If you have any other questions about the project or Plan Commission review, please let me know.

Regards,
TIM



Timothy M. Parks

Planner
Department of Planning & Community & Economic Development
Planning Division
Madison Municipal Building, Suite 017 (Level Zero "0")
[215 Martin Luther King Jr. Blvd.](#)
[Madison, Wisconsin 53703](#)
tparks@cityofmadison.com
T: 608.261.9632

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From: Tucker, Matthew
Sent: September 02, 2020 3:45 PM
To: Lasky, Pat <palasky@wisc.edu>
Cc: Firchow, Kevin <KFirchow@cityofmadison.com>; Parks, Timothy <TParks@cityofmadison.com>
Subject: RE: proposed development

Hi Pat- I am forwarding your inquiry to Kevin Firchow and Tim Parks for the Planning Department. Matt Tucker

From: Lasky, Pat
Sent: Wednesday, September 2, 2020 2:46 PM
To: Tucker, Matthew <MTucker@cityofmadison.com>
Subject: Re: proposed development

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Just checking in to see if anything is new regarding the proposed development on Old Middleton road and Whitney Way by Flad developers. Will staff be assigned to give a report to the Plan Commission? Would like to communicate my/our concerns as a neighborhood regarding the current proposal to the Commission members. Thanks for your attention to this matter.

From: Tucker, Matthew <MTucker@cityofmadison.com>
Sent: Tuesday, June 9, 2020 12:39 PM
To: PATRICIA A LASKY <palasky@wisc.edu>
Cc: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: RE: proposed development

Hello Pat- I am not familiar with this project. I have copied Principal Planner Kevin Firchow on this message. His staff can connect with you on the public process side of a project request.

Matt Tucker

Matt Tucker

Zoning Administrator
Building Inspection Division



215 Martin Luther King jr Blvd. STE 017
Madison, Wisconsin 53701-2984
Telephone: 608 266 4569
Email: mtucker@cityofmadison.com
www.cityofmadison.com/bi

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From: Lasky, Pat
Sent: Tuesday, June 9, 2020 8:00 AM
To: Tucker, Matthew <MTucker@cityofmadison.com>
Subject: proposed development

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I believe you are aware of the proposed mixed use unit or [5201 Old Middleton Rd](#). It is a large four story unit with over 50 living units. The adjacent residential neighborhood is concerned about the size of the proposed building. There is already excessive traffic at major commuting hours on Old Middleton Rd. The immediate area already has a number of proposed living units, Madison Yards, the empty lot of the former Perkins restaurant, the space at the former Brennans and the still vacant former Taco Bell. The recent construction of units off Whitney Way up from University Avenue. It would seem presumed need would be met in the area. It would desirable to reduce the size of the proposed construction to fit with the current structures along Old Middleton Rd. Do citizens have any recourse in expressing their concerns? Look forward to your advice and response.

From: [Barb Roeber](#)
To: [Firchow, Kevin](#); [Plan Commission Comments](#)
Subject: Old Middleton Road Project
Date: Tuesday, September 29, 2020 10:59:01 AM

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To whom it may concern,

As longtime residents of the Crestwood Neighborhood, we are VERY OPPOSED to the Old Middleton Road Project at 5201 Old Middleton Road. This project is totally wrong for that corner! It is way too big for the lot, it is too tall for the area, it will greatly add to traffic on that corner which already sees heavy back-ups during peak travel times, we will lose valuable greenspace and trees, and the many bicycle commuters to campus and downtown will be endangered...just to name a few problems we see associated with this proposed project.

Please DO NOT move forward with this project!

Sincerely,

Barbara Roeber and Larry Black
5706 Cedar Place
Madison, WI 53705

From: [Jerry Hagen](#)
To: [Parks, Timothy](#)
Cc: [Martin, Arvina](#)
Subject: In support of 5201 Old Middleton Road project
Date: October 01, 2020 12:01:57 PM

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Dear Tim,

As a resident of an adjoining neighborhood I have become aware of some neighborhood concerns about the proposed development at 5201 Old Middleton Road. While I would not wish to dismiss them out of hand I'm writing to express my support of the development.

Like many residents of Madison I am deeply concerned about climate change. Climate change action begins at home, and to me this action includes the vocal support of infill development next to a bus line rather than rejection in favor of sprawl development outside the Beltline. This is true even if I might find the additional traffic generated by the project inconvenient to me personally.

I hope the City can engage the neighborhoods in productive dialogue about some of the concerns they will be raising, particularly in regard to water runoff and the impact to bicycle commuters. That said, as a citizen and especially as a parent of an 11-year-old, I don't believe simply NIMBYing this proposal out of existence would be responsible. I hope it moves forward with at most minor modifications.

Sincerely,

Jerry Hagen
517 Bordner Drive, Madison WI
(Crestwood neighborhood)

From: [Firchow, Kevin](#)
To: [Cleveland, Julie](#); [Parks, Timothy](#)
Subject: FW: 5201 Old Middleton Rd Project
Date: October 05, 2020 9:08:00 AM

From: Gayle Martinson <gayle.martinson@uwalumni.com>
Sent: Saturday, October 3, 2020 12:53 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: 5201 Old Middleton Rd Project

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Dear Mr. Firchow

Although there are apartments and commercial use on Old Middleton Rd after Whitney Way, these are currently setback, wooded, and not obtrusive. Currently, Old Middleton after Whitney Way marks a transition from the apartments on the one side of Whitney Way into a series of wooded, slower-paced, residential neighborhoods. This proposed large-scale apartment development disrupts that transition and erodes the quality of life and essence of these quiet residential neighborhoods.

There must be balance between development and neighborhood preservation and quality of life. This project disrupts this balance. I encourage reconsideration.

Sincerely yours,
Gayle Martinson
5718 Dogwood Place
Madison, WI 53705

From: [Firchow, Kevin](#)
To: [Parks, Timothy](#); [Cleveland, Julie](#)
Subject: FW: 5201 Old Middleton Road
Date: October 14, 2020 3:56:48 PM

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

From: Nancy Wiegand <wiegand@cs.wisc.edu>
Sent: Wednesday, October 14, 2020 3:35 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Cc: Plan Commission Comments <pccomments@cityofmadison.com>; Nancy Wiegand <wiegand@cs.wisc.edu>
Subject: 5201 Old Middleton Road

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To Kevin Furchow and Plan Commission,

The proposed development at 5201 Old Middleton Road is extremely inappropriate for the location. It alters the existing peaceful, small, pleasant, safe, quiet, and tree-lined area by negatively affecting each of those characteristics. Currently, it is still a pleasant drive or bike ride to pass that corner.

The proposal is too large resulting in negative aesthetics. For mental health and pleasant neighborhoods, people need small buildings, lots of trees, and fewer people congregated.

The proposal cuts down needed trees; trees are needed to reduce air pollution, for visual pleasure, and to absorb noise. This is particularly critical as our climate warms and as our city grows. Trees are critical for this intersection and for the neighborhood.

I often bike through the intersection of Old Middleton Road and Whitney Way. More traffic would be terrible and unsafe. And, a large building blocks views. Also, more development results in faster, more careless, and more aggressive driving behavior (contrary to tree-lined residential streets, which Old Middleton still is). As I recall, that intersection used to have many accidents. A new development will increase congestion and accidents.

I've noticed newer buildings in general do not have tree lawns and are built right up to sidewalks. Contrary to that, our city and neighborhood needs more trees, more greenery, and more green space.

To fight climate change and have healthy, livable cities, Madison needs less concrete and less congestion. Instead, Madison needs to build more walking and biking paths with more trees, rather than build more large buildings in residential neighborhoods. Old Middleton Road is a commute route for everyone working on campus or downtown, so it's already very busy. Currently, it is still marginally safe for bicycles but would not be with more development.

Thank you,

Nancy Wiegand

Forsythia Place, Madison

From: [Firchow, Kevin](#)
To: [Parks, Timothy](#); [Malloy, Sean](#)
Cc: [Cleveland, Julie](#)
Subject: FW: building on Old Middleton Rd.
Date: Wednesday, October 14, 2020 4:51:01 PM

From: Margaret Stine <stinem2000@aol.com>
Sent: Wednesday, October 14, 2020 4:11 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: building on Old Middleton Rd.

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I live on Merrill Crest Drive, just one block west of the intersection. Every morning and evening at work time, there is always a long line of cars across the end of my street. Many people use this road instead of University Ave.

Has anyone done a traffic study?

This building seems to big for the lot, too big for the neighborhood and I am sure the neighbors that will be observed by the future renters on their balconies and very dismayed.

I understand the need for more housing but the site doesn't seem appropriate.

Margaret Stine

From: Renee Platto <reneeplatto@gmail.com>

Sent: Thursday, October 15, 2020 7:46 PM

To: Firchow, Kevin <KFirchow@cityofmadison.com>; Plan Commission Comments <pccomments@cityofmadison.com>

Subject: Comment - proposed development 5201 old Middleton

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

This email is a comment from a neighbor regarding the 5201 old Middleton proposed development.

Jamie

We certainly need more affordable housing in Madison. I make a decent salary, but I can barely afford to live in a one bedroom with how much rents keep getting jacked up, and all the new apartment buildings being built all over town are astronomical in terms of rental costs. Not everyone in Madison makes a six-figure salary. And for those of us that are single, we have to choose between paying the full rent on our own or having a roommate (and who in their right mind wants a roommate in their 40s?). And with losing my part-time job due to Covid, and taking a pay cut at my full-time job in the way of mandatory furlough, I have less money coming in but my expenses keep getting higher.

As someone who lives down the street from this location, I'm also highly concerned about traffic. It's already bad enough in this area, and with this new proposal as well as the plan for development at the old transportation building location, I'm incredibly concerned. I moved to this area from the far west side to be closer to work and because I really love this area, but if this continues, it will definitely change the neighborhood.