

From: [Planning](#)
To: [Plan Commission Comments](#)
Subject: FW: Opposition to Proposed Development at 5430 Commercial Avenue
Date: Monday, July 7, 2025 8:18:25 AM

From: Tom Stowe <tstowe4@gmail.com>
Sent: Thursday, July 3, 2025 12:39 PM
To: Planning <planning@cityofmadison.com>
Cc: Ashley Wulf <awulf9@gmail.com>
Subject: Re: Opposition to Proposed Development at 5430 Commercial Avenue

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Tom Stowe & Ashley Wulf

709 Holy Cross Way
Madison, WI 53704
7/3/25

Plan Commission
c/o City of Madison
210 Martin Luther King Jr. Blvd
Madison, WI 53703

Re: Opposition to Proposed Development at 5430 Commercial Avenue

Dear Members of the Plan Commission,

I am writing to express my strong opposition to the [proposed development at 5430 Commercial Avenue](#). As a resident directly impacted by this project, I am deeply concerned about the detrimental effects this high-density, multi-story apartment building would have on the surrounding neighborhood.

This proposal is out of scale with the existing residential area and threatens to irreversibly damage the character and livability of our community.

1. Incompatible Scale and Density

A building of this size and height—potentially four stories with nearly 80 units—does not belong adjacent to established single-family homes. The massing and density are excessive for this location and would set a dangerous precedent for future overdevelopment in this corridor.

2. Traffic, Parking, and Safety Concerns

The project will bring a dramatic increase in vehicle traffic to Commercial Avenue and connecting streets. Existing roads are not designed to accommodate this surge in use, creating significant safety concerns for pedestrians, cyclists, and children in the neighborhood. On-street parking overflow is inevitable, adding further strain to an area that is already challenged during peak hours.

3. Insufficient Neighborhood Consideration

This project was conceived without meaningful input from the surrounding community. Residents deserve a genuine voice in developments of this magnitude, especially when they will directly bear the burdens of increased noise, congestion, and reduced quality of life.

4. Infrastructure and Environmental Risks

Our area's infrastructure—particularly stormwater management and utilities—has not been demonstrated to support a development of this scale without adverse effects. Until these impacts are fully studied and mitigated, approval would be reckless.

Request for Action

I strongly urge the Plan Commission to reject this proposal in its current form. Should the applicant wish to proceed, substantial revisions are needed to reduce building height and density, incorporate significant setbacks and buffers, and ensure that traffic and infrastructure impacts are fully addressed.

The City of Madison must prioritize thoughtful, sustainable development over expedient approvals that ignore neighborhood compatibility.

Respectfully,

Tom Stowe & Ashley Wulf