

From: [bon726](#)
To: [Plan Commission Comments](#)
Subject: Opposition to redevelopment proposal for 3734 Speedway Rd
Date: Monday, March 21, 2022 11:49:36 PM

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

Hello,

My apologies that I could not attend the meeting due to my work hours.

I would like to state my opposition to the current plan of 31 apartments and only 24 parking stalls available. This is a massive amount of people in a small area, especially considering the zoning for this neighborhood. In addition they do not have access to good public street parking. Many homes in the area are older with only 1 car garages and already have a vehicle in the street. These streets are not conducive to being filled with additional parked cars from overflow apartments that have not allocated parking properly.

Thank you for your time & consideration in this matter.

Bonnie Orth

Sent from my Verizon, Samsung Galaxy smartphone

SUNSET WOODS

DEVELOPMENT WORKGROUP

Date: March 21, 2022

To: Chris Wells

CC: Plan Commission
Matt Tucker
Kevin Firchow
Heather Stouder
Regina Vidaver

From: Alex Saloutos
Carol Richard

Re.: Staff Report regarding 3734 Speedway Rd, Legistar number 69786

The purpose of this memo to clarify what appear to be errors or omissions in the Staff Report on the land use application for redevelopment of 3734 Speedway Rd. Based on an initial review of the Staff Report that was published on March 18, 2022, we have a few questions that we would appreciate answers to so we can better understand the analysis and conclusions.

1. Why is the Staff Report silent on the location of the parking in the building envelope, which is not a permitted or conditional use in a Neighborhood Mixed-Use District?

In a NMX District parking shall be to the rear or side of a Commercial Block Building—which staff has previously determined this building is—per [MGO 28.064\(4\)\(c\)](#). Also, “the [zoning] ordinance permits only those principal and accessory uses and structures that are specifically enumerated in the ordinance. In the absence of a variance or special exception, any uses or structures not specifically permitted by the ordinance are prohibited,” [MGO 28.004](#). Also, per [MGO 28.004](#), “Where the conditions imposed by any provision of this ordinance are either more restrictive or less restrictive than comparable conditions imposed by any other law, ordinance, statute, resolution or regulation of any kind, the regulations which are more restrictive or which impose higher standards or requirements shall prevail, unless an exception to this provision is specifically noted.” Finally, [MGO 28.210](#) states, “shall” is mandatory and not discretionary.

2. Why aren't the requirements in [MGO 28.060\(2\)\(h\)](#) related to the scale and character of the proposed building addressed in the Staff Report?

The ordinance states, “New development shall relate to the design of traditional buildings adjacent to the site, where present, in scale and character.”

Based on the facts and the evidence, the proposed building is grossly out of scale with and dwarfs all the adjacent and nearby buildings. All other buildings nearby are one to two-story, with most being one-story. There is one two-story commercial building adjacent to the proposed building. The six other commercial buildings nearby are one-story, except for one other two-story building. There are no three-story or four-story buildings adjacent or nearby. One house to the north is one-story and the other is one and a half-story. The proposed building is four stories. Based on the number of square feet, the proposed building—which is 49,476 sf—is more than twice the size of all the other seven commercial buildings nearby combined. In addition, the average size of the seven commercial buildings nearby is 1,520 sf. The proposed building is 8.6 times larger than 3738 Speedway Rd, a two-story commercial building to the immediate west. It is 26.3 times larger than 3742 Speedway Rd, a one-story

commercial building to the southwest. It is 35.9 times larger than the adjacent home at 317 Glenway St and 36.5 times larger than the adjacent home at 316 Waverly Pl.

Regarding the character of the proposed building, it is indiscernible how it relates to the traditional buildings adjacent to the site.

3. Why were the recommendations in the Comprehensive Plan related to density in a NMX District—which provide context for the Plan Commission to consider when evaluating this land use application—not included in the Staff Report?

The density of the surrounding area is approximately five units per acre. This proposed use is a 14-fold increase in density. Based on the Staff Report, it appears that the maximum number of dwelling units per acre recommended in the Comprehensive Plan (70) is permissible without consideration of the context even though the Comprehensive Plan states, *“The range of nonresidential uses and the development density of both residential and non-residential uses in mixed-use categories will vary depending on the size of the district and the type and intensity of the surrounding development.”* Failure to include these important standards regarding the context create a false impression on the compliance of the proposed project to the standards in the Comprehensive Plan.

4. Why is the Staff Report silent on the integration of affordable housing and three-bedroom or larger units in the proposed development?

The Comprehensive Plan states, *“Integration of affordable housing into mixed-use areas is encouraged, especially along major transit corridors. Multifamily residential within the mixed-use category should contain a mixture of unit sizes, including three-bedroom (or larger) units”*. However, the proposed development, which includes 31 dwelling units, does not include any affordable housing or three-bedroom or larger units. The staff report does not discuss or address this inconsistency.

5. Why does the Staff Report misrepresent the neighborhood plan regarding the scale and height of the proposed building?

Regarding this site, the Hoyt Park Area Joint Neighborhood plan states, “Maintain single family residential scale along adjoining streets and property edges.” The neighborhood plan also recommends one to three stories at this site and specifically, “Limit heights to two stories along north property line.” The proposed building is four stories on Speedway Rd. Along the north property line where it abuts smaller one-story and one and a half-story homes, it is also four stories with modest setbacks at the third and fourth floors. Despite these facts, the Staff Report states, “Staff believe that the proposal is consistent with the Hoyt Plan’s recommended land uses.”

Keep Our Neighborhood Healthy and Strong

Published by Alex Saloutos on 9th Feb 2022

Petition Regarding Redevelopment of 3734 Speedway Rd

And

Open Letter to Alders Vidaver and Martin, Mayor Rhodes-Conway, Plan Commissioners, Planning Department Staff, Don Zietlow, CEO of Kwik Trip, and Brandon Cook, John Fountain, Inc.,

As residents of the neighborhoods surrounding 3734 Speedway Rd:

We understand the need for more housing in our community and support the construction of more housing, including affordable housing.

We support the zoning code, comprehensive plan, and neighborhood plan.

We support redevelopment of 3734 Speedway Rd consistent with the applicable goals and standards for approval embodied in the zoning code, comprehensive plan, and neighborhood plan.

We oppose the proposed concept plan for development of 3724 Speedway Rd that was presented at a neighborhood meeting on January 6, 2002, which is a relatively large and dense multi-family building incompatible and fundamentally at odds with the stated purpose of the zoning for this site. The stated purpose is clearly expressed in MGO 28.064(1), "The NMX District is established to encourage and sustain the viability of commercial nodes that serve the shopping needs of residents in adjacent neighborhoods." The proposed concept fails to do this. It eliminates a successful and heavily patronized commercial use that served the shopping needs of residents in adjacent neighborhoods and replaces it with a use that does not.

We believe that Kwik Trip's plan to place deed restrictions on the property, preventing it from being used as a convenience store, grocery store, fast-food store, and gas station, or the sale of beer there, will increase the use of cars and have a significant negative impact on the quality of life in our neighborhood, is not in the public interest, and is contrary to public policy embodied in the zoning code, comprehensive plan, and neighborhood plan.

We find that the proposed concept plan is so inconsistent with the applicable goals and standards for approval that an entirely new concept is required, and that modifications to the current plan will not correct the plan's fundamental failure to comply with them.

For the foregoing reasons we ask that:

1. Kwik Trip sell this property without deed restrictions that prevent commercial activity that serves the needs of residents in adjacent neighborhoods.
2. A new concept plan be developed that conforms to all applicable goals and standards for approval, including NMX zoning, the comprehensive plan, and the neighborhood plan.
3. Alders Regina Vidaver and Arvina Martin advocate for the needs of the neighborhood and a concept plan that complies with the applicable goals and standards, and that city staff work to ensure development complies with these goals and standards.
4. The owner and/or developer work with the neighborhood to develop a concept plan that complies with the applicable goals and standards for approval, and we pledge to work with them in a positive and constructive manner to do this.

#	First name	Last name	Address	City	State	Postcode	Date
1	Alex	Salutos	3818 Hammersley Ave	Madison	Wisconsin	53705	Feb 09, 2022
	The proposed development does not meet the spirit or letter of the applicable standards in the zoning code, comprehensive plan, and neighborhood plan. It eliminates a valued and heavily patronized commercial use that service the shopping needs of residents and replaces it with one that does not. In addition it fails to comply with numerous standards in the zoning code, comprehensive plan, and neighborhood plan.						
2	Tiffany	Virag	3733 Ross Street	Madison	Wisconsin	53705	Feb 09, 2022
3	Carol	Richard	3730 Ross St	Madison	WI	53705	Feb 09, 2022
4	Melissa	Behr	3329 Tallyho Lane	Madison	Wisconsin	53705	Feb 09, 2022
5	Bonnie	Orth	3722 Hammersley Ave	Madison	WI	53705	Feb 09, 2022
6	Jacob	Orth	3722 Hammersley Ave	Madison	WI	53705	Feb 09, 2022
7	Sara	Flogel		Madison	WI	53705	Feb 09, 2022
8	Hal	Flogel		Madison	WI	53705	Feb 09, 2022
9	Julie	Blankenburg	222 Glenway Street	Madison	Wisconsin	53705	Feb 09, 2022
	Agree.						
10	Abra	Vigna	458 Toepfer Ave	Madison	WI	53711	Feb 09, 2022
11	Jesse	Mangerson	3913 Euclid Ave	Madison	Wisconsin	53711	Feb 09, 2022
12	diana	drier	302 glenway street	Madison	wi	53705	Feb 09, 2022
13	Graham	Petit	334 Glenway St	Madison	WI	53705	Feb 09, 2022
14	Ashley	Petit	334 Glenway St	Madison	WI	53705	Feb 09, 2022
15	Crystal	Flynn	3725 Ross St	Madison	WI	53705	Feb 09, 2022
16	Jason	Propp	309 Glenway St	Madison	WI	53705	Feb 09, 2022
17	Paulina	Bernal	309 Glenway St	Madison	WI	53705	Feb 09, 2022
18	Valerie	Stromquist	Sunset Ct	Madison	WI	53705	Feb 09, 2022
19	Nancy	Hochstetter	3746 Ross St	Madison	WI	53705	Feb 09, 2022
20	Peggy	Robbins	Charles Lane	Madison	WI	53711	Feb 09, 2022
21	Frederick	Berg	3730 Ross Street	Madison	WI	53705	Feb 09, 2022
22	Janice	Binter	3723 Ross st Madison	Madison	Dane county WI	53705	Feb 10, 2022
23	Jeri	Grogg	226 Larkin St.	Madison	WI	53705	Feb 10, 2022
24	Ian	Stedman	3725 Ross St	Madison	WI	53705	Feb 10, 2022
25	Brian	Nimityongskul	326 Glenway St	Madison	WI	53705-5234	Feb 10, 2022
26	Liz	Hoeksema	3814 Mineral Point Rd	Madison	WI	53705	Feb 10, 2022
27	Brad	Hoeksema	3814 Mineral Point Rd	Madison	Wisconsin	53705	Feb 10, 2022
28	Susan	Werther	139 Glenway St.	Madison	WI	53705	Feb 10, 2022
	I am concerned that the proposed building is too large (tall and wide) for the available space, and that it will result in many more parked cars on the streets of our neighborhood. I agree that the restrictions Quick Trip has imposed should be removed.						
29	Darrell	Pope	3723 Ross St	Madison	Dane WI	53705	Feb 10, 2022
30	Jason	Schroeder	3722 Ross Street	Madison	Wisconsin	53705	Feb 11, 2022
31	Shilagh	Mirgain	621 Science Drive	Madison	Wisconsin	53711	Feb 11, 2022
32	Kate	Vieira	321 Larkin	Madison	WI	53705	Feb 11, 2022
33	Lavanya	Rajagopalan	315 Latkin Street	Madison	WI	53705	Feb 12, 2022
34	Molly	Lawson	3611 cross street	Madison	Wisconsin	53711	Feb 12, 2022
35	Kristin	Kammer	319 Larkin	Madison	WI	53705	Feb 13, 2022
36	Mark	Barnes	2318 Hollister Avenue	Madison	Wisconsin	53726	Feb 13, 2022
	The current proposal has too many units (31) and only 24 parking spots. The side streets will become congested with cars parking on narrow streets that will become impassable, as well very dangerous for residents and, most importantly, pedestrians.						

#	First name	Last name	Address	City	State	Postcode	Date
37	David	Liebl	2809 Sylvan Ave.	Madison	WI	53705	Feb 13, 2022
38	martha	meeck	614 w doty st	madison	wi	53703	Feb 13, 2022
39	Bruce	Beckman	3729 Ross St.	Madison	Wisconsin	53705	Feb 13, 2022
40	Patricia	Liebl	3938 Plymouth Circle	Madison	Dane	53705	Feb 13, 2022
41	Jeffrey	Gierczak	312 Larkin Street	Madison	Wisconsin	53705	Feb 13, 2022
Kwik Trip owns deed. My friend knows CEO. Let me know if you need help Part of reason why not good site is because of space and it was a major drug/stolen goods transition point. Across the street in the Golf course parking lot drugs are sold all of the time. The other main point is the lookout at Hoyt park.							
42	Kelly	Mack	312 Larkin Street	Madison	Wisconsin	53705	Feb 13, 2022
43	James	Mack	312 Larkin Street	Madison	Wisconsin	53705	Feb 13, 2022
44	Michael	Mack	312 Larkin Street	Madison	Wisconsin	53705	Feb 13, 2022
45	Nikki	Barnes	310 Waverly Place	Madison	WI	53705	Feb 14, 2022
46	Luke	Balsavich	225 Larkin St	Madison	WI	53705	Feb 14, 2022
47	Perri	Liebl	2318 Hollister Ave.	Madison	Wisconsin	53726	Feb 14, 2022
48	Linda	Schuler	2809 Sylvan Ave	Madison	Wisconsin	53705	Feb 14, 2022
49	Amy	MEYER	135 Glenway St	Madison	WI	53705	Feb 15, 2022
50	Maggie	Meyer	2606 Chamberlain Ave	Madison	Wisconsin	53705	Feb 15, 2022
51	GREG	MEYER	135 Glenway Street	Madison	USA	53705	Feb 15, 2022
52	Erin	Holzbauer	3737 Ross Street	Madison	WI	53705	Feb 17, 2022
53	Matthew	Mitchell	314 S Owen Dr	Madison	WI	53705	Feb 17, 2022
54	Josh	Holzbauer	3737 Ross St	Madison	Wisconsin	53705-5225	Feb 17, 2022
55	Damien	Luyet	305, Glenway	Madison	WI	53705	Feb 17, 2022
We need family housing flats in this neighborhood, not single bedrooms. And developers who aren't pulling tricks from the start--deed restrictions in this case feel like dirty business... because they are. Stick to the heights we all approved as a neighborhood plan no less than 5 years ago was it?							
56	Ana	Luyet	305 glenway st	Madison	Wi	53705	Feb 18, 2022
57	Jill	Joswiak	309 Waverly Pl.	Madison	WISCONSIN	53705	Feb 20, 2022
58	Pete	Joswiak	309 Waverly Pl	Madison	Wisconsin	53705	Feb 20, 2022
59	Helen	Joswiak	309 Waverly Pl	Madison	Wisconsin	53705	Feb 20, 2022
60	Kari	Radl	313 Waverly Place	Madison	WI	53705	Feb 21, 2022
Our house will be right in the shadow of this 4 story building. It will affect our winter heating bills. It will affect the parking on our 1 block long street. It will affect traffic in our little neighborhood. Will it raise our taxes?							
61	Marjon	Ornstein	214 Lakin St	Madison	WI	53705	Feb 22, 2022
62	Carol	Van Hulle	1 Frederick Cir	Madison	WI	53711	Feb 23, 2022
I recognize the need for infill. However, we have several such projects on the west side including large developments on Tokay and Odana. The proposed development does nothing to ensure affordable housing. This community is better served by preserving the commercial nature of the space.							
63	Mark	Heinritz	3734 Ross St	Madison	WI	53705	Feb 23, 2022
64	Flor	Mitchell	314 South Owen Dr	Madison	WI	53705	Feb 24, 2022
65	Gerald	Lawson	310 Glenway St	Madison	WI	53705	Feb 24, 2022
66	John	Culp	3810 Birch Avenue	Madison	WI	53711	Feb 24, 2022
67	Julie	Blankenburg	222 Glenway Street	Madison	WI	53705	Feb 24, 2022
68	Daniel	Kafka	592 Glen Drive	Madison	Wisconsin	53711	Feb 25, 2022
69	Amie	Dragoo	4106 st Clair st	Madison	Wi	53711	Feb 26, 2022
70	Carolyn	Thom	3738 Speedway Rd	Madison	WI	53705	Feb 28, 2022
The area is already congested. Where will people park? The 24 stalls in the building is not adequate because most tenants will choose NOT to pay for parking of at least one of their vehicles!							
71	Kelly	Bakken	3738 Speedway Rd	Madison	Wisconsin	53705	Feb 28, 2022

#	First name	Last name	Address	City	State	Postcode	Date
	This very large Apartment building, does not fit in ,or reflect the neighborhood in any way.						
72	Cheryl	Forcier	3905 Euclid Ave	Madison	WI	53711	Mar 02, 2022
73	Brian	Aizenstein	3905 Euclid Ave	Madison	WI	53711	Mar 02, 2022
74	Penis	Butt	3806	Madison	WI	53705	Mar 05, 2022
75	Panna	Codner	4022 Birch Ave	Madison	Wi	53711	Mar 09, 2022
	I oppose the multi-family building proposal and support requesting Kwik Trip to see the property without any deed restrictions. A gas/grocery in that location was ideal and should be put back!						
76	Eric	Codner	4022 Birch Ave	Madison	Wisconsin	53711	Mar 10, 2022
	I agree with the requests outlined in the petition. A small gas/grocery would be ideal.						
77	Melissa	Stiles	414 Glenway Street	Madison	WI	53711	Mar 10, 2022
78	Alex	Weldy	4018 Paunack Ave.	Madison	WI	53711	Mar 12, 2022
	The same story has played out elsewhere in the city, on Winnebago Street; Kwik Trip purchased a shop, closed it, and the property was planned for a development by Brandon Cook. I do not like developers moving in, as there is no amount of density or traffic that they won't happily add to any location they can get into. Cook certainly doesn't live in any of his developments; wonder why that is? I'd rather have the gas station back.						
79	Emily	Hauck	316 Waverly Pl	Madison	WI	53705	Mar 14, 2022
80	Patricia	Wochinski	3806 Hammersley Ave	Madison	wi	53705	Mar 15, 2022
81	Leah	Knope	4418 Vale Circle, 1200	Madison	WI	53711	Mar 16, 2022
82	Heather	Hautanen	113 Standish Court	Madison	Wisconsin	53705	Mar 16, 2022
83	Susan	Reynard	325 Westmorland Blvd	Madison	Dane county	53705	Mar 19, 2022
	Please adhere to the neighborhood plan and guidelines						
84	Sarah	Stewart	202 Larkin St	Madison	Wi	53705	Mar 19, 2022
85	Adrienne	Elvord	.	Madison	Wisconsin	53703	Mar 19, 2022
	.						
86	Christina	Ripley	3742 Ross St	Madison	Wisconsin	53705	Mar 19, 2022
87	Ulrike	Dieterle	323 North Blackhawk Avenue	Madison	WI	53705	Mar 19, 2022
	I sign this as a private resident of Sunset Village, representing myself and all family members residing at this address. This proposed project is not in accordance with the Hoyt Park Area Joint Neighborhood Plan.						
88	Pam	Schwarzbach	3741 Hillcrest Drive	Madison	Wi	53705	Mar 19, 2022
89	Kristie	Jensen	3742 Hammersley Ave	Madison	WI	53705-5236	Mar 19, 2022
90	Tracey	Maloney	3726 hammersley ave	Madison	Wi	53705	Mar 20, 2022
91	Jeff	Felland	3726 Hammersley ave	Madison	Wi	53705	Mar 20, 2022
92	Ei	Grilley	Madison	Madison	WI	53705	Mar 20, 2022
	I oppose the proposed plan, as it does not fit into our beautiful residential area.						
93	Susan	Smith	217 Larkin	Madison	Wi	53705	Mar 20, 2022
94	Jonathan	Remucal	9 Glenway St	Madison	Wisconsin	53705	Mar 20, 2022
95	Kari	Radl	313 WAVERLY PL	Madison	WI	53705	Mar 21, 2022
96	David	Werther	139 Glenway Street	Madison	Dane	53705	Mar 21, 2022
97	Lisa	Jorgensen	3925 HAMMERSLEY AVE	MADISON	WI	53705	Mar 21, 2022
98	Tim	Radl	313 WAVERLY PL	Madison	WI	53705	Mar 21, 2022
99	John	Jorgensen	3925 Hammersley Ave.	Madison	WI	53705	Mar 21, 2022
	Please do not allow this housing project to move forward.						
100	Matthew	Barron	446 Glenway St	Madison	Wisconsin	53711	Mar 21, 2022

From: [Ian Jamison](#)
To: [Plan Commission Comments](#)
Subject: Move forward on the Speedway Apartments!
Date: Monday, March 21, 2022 2:11:51 PM

Hi,

I'm writing to express my enthusiastic support for the Speedway Apartments, for all the reasons below. This is not enough, but it's a start and would be a signal that we're willing to make the right choices to keep Madison a growing, thriving, wonderful place for people to live and work.

I'm a homeowner and landlord (4203 Wanetah Trail), but the community's interests **MUST** come first. Not existing homeowner price appreciation or landlord profits boosted by artificially constrained housing stock.

- The proposed project adds to the City's housing stock. According to City of Madison's Housing Forward report, the City needs to build 10,000 units of new housing in the next 5 years. While this project is just a small portion of the housing units that need to be built, Madison's leaders can send a signal that they are serious about reaching their goal of building 10,000 units by moving this project forward quickly and with limited conditions.
- The proposed project has reduced parking. Parking is not free, even if there is no charge for the space. Current estimates show the construction cost of a parking spot in a garage is between \$25,000 and \$50,000 per space, which translates to \$200 per month in cost. This cost is ultimately borne by the renter, and the City can make new developments more affordable by encouraging developers to build fewer spaces. There is also evidence (Manville 2020) showing that bundled or on-site parking makes residents of new construction less likely to use public transportation or bicycle lanes. By encouraging developers to build units without parking, the city can show it is serious about preventing traffic deaths and reducing the city's contribution to greenhouse gas emissions.
- The proposed project is a better use of the land, and will bring in more revenue to the city. The gas station is currently valued at just \$561,000, and the new apartment will be valued in the millions. Turning the empty gas station into a building with 31 units means that more people will be able to shop and enjoy the commercial corner at the intersection of Speedway and Mineral Point Road.

Thanks for your consideration,

Ian Jamison

From: [Cailey Jamison](#)
To: [Plan Commission Comments](#)
Subject: Expressing Support for Speedway Apartments
Date: Monday, March 21, 2022 2:11:49 PM

Hi,

I'm writing to express my enthusiastic support for the Speedway Apartments, for all the reasons below. This is not enough, but it's a start and would be a signal that we're willing to make the right choices to keep Madison a growing, thriving, wonderful place for people to live and work.

I'm a homeowner and landlord (4203 Wanetah Trail), but the community's interests **MUST** come first. Not existing homeowner price appreciation or landlord profits boosted by artificially constrained housing stock.

- The proposed project adds to the City's housing stock. According to City of Madison's Housing Forward report, the City needs to build 10,000 units of new housing in the next 5 years. While this project is just a small portion of the housing units that need to be built, Madison's leaders can send a signal that they are serious about reaching their goal of building 10,000 units by moving this project forward quickly and with limited conditions.
- The proposed project has reduced parking. Parking is not free, even if there is no charge for the space. Current estimates show the construction cost of a parking spot in a garage is between \$25,000 and \$50,000 per space, which translates to \$200 per month in cost. This cost is ultimately borne by the renter, and the City can make new developments more affordable by encouraging developers to build fewer spaces. There is also evidence (Manville 2020) showing that bundled or on-site parking makes residents of new construction less likely to use public transportation or bicycle lanes. By encouraging developers to build units without parking, the city can show it is serious about preventing traffic deaths and reducing the city's contribution to greenhouse gas emissions.
- The proposed project is a better use of the land, and will bring in more revenue to the city. The gas station is currently valued at just \$561,000, and the new apartment will be valued in the millions. Turning the empty gas station into a building with 31 units means that more people will be able to shop and enjoy the commercial corner at the intersection of Speedway and Mineral Point Road.

Thanks for your consideration,

Cailey Jamison

From: [Victor Toniolo](#)
To: [Plan Commission Comments](#)
Subject: Speedway apartments
Date: Monday, March 21, 2022 2:11:49 PM

Plan commission,

As much as my wallet loves the skyrocketing rents in Madison, I want to make this city available and affordable for everyone. Please approve the demolition of the gas station and conditional use for the 31 unit Speedway Road apartment project.

Please continue to approve any and all reasonable proposals that add housing to Madison.

Thanks for your service,

Victor Toniolo

From: [Henry Fogel](#)
To: [Wells, Chris](#); [Plan Commission Comments](#)
Subject: Legistar number 69786. Agenda item 12, opposition to 3734 Speedway Rd re-development proposal
Date: Monday, March 21, 2022 12:26:46 PM

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As a resident of the neighborhood directly affected by the development, I am opposed to the proposed development plan for multiple reasons.

The most significant objection is that the size of the building planned is not in accordance with established neighborhood standards and plans. Additionally there are no other comparably sized housing units anywhere in the many adjoining neighborhoods.

The number of units far exceeds the neighborhood plans as well as the NMX zoning standards. This attempt to exceed standards also includes a lack of required parking capacity, which will lead to overflow parking on side streets not sized to handle the extra volume.

The proposed commercial space is woefully inadequate to support the development as a destination and activity center. The developer admitted in the public meetings that the space was included only as a token to comply with the NMX zoning and to avoid the work of rezoning for the project.

The developer has identified the western edge as the basis for adjoining the residential for setbacks, when the vast majority of the building adjoins the residential area on the north edge. This means there is only a 6' setback from the neighboring 1-story houses. The fencing on the north setback is only 6 feet, which shields the neighboring houses only from the parking level that has no windows. The next two floors of the proposal have balconies that will not be screened from neighbors since they are to be built above the fence. This is a significant detriment to the neighboring properties.

The building plan shows the developer plans to bury the gas, electric, and other utilities that are currently overhead on the north edge of the building, but I could not find anything in the plan to change the overhead electric transmission lines on the south edge along the Speedway Road right of way. The poles and lines were replaced by the utility less than 5 years ago. It appears no line of site accommodations have been made for the existing poles. The views provided by the developer do not show these very large and high-voltage lines, which will obstruct the view of the planned balconies on the south side of the building. Is there some other plan for these that I can not find?

The developer has repeated that the design cost and thus the "profitability" require the submission of these extreme exceptions to planning and standards. This shows a complete disregard for the neighborhood and lack of willingness to even consider the neighborhood plans in the design. The neighbors are thus to be subjected to outside control and set the precedent of ignoring neighborhood needs for years to come if this proposal is approved. Will the months and years of neighborhood planning being ignored to accommodate a hasty and short sighted plan by a developer who seems only to be driven by profit? I hope not.

Thank you for your support of the planning done by neighborhoods of this great city. The city can grow and current residents can continue to enjoy their neighborhoods when the plans are

honored.

Very sincerely
Henry A Fogel

From: [Erin Holzbauer](#)
To: [Plan Commission Comments](#)
Subject: Feedback on the proposed 3734 Speedway Rd development
Date: Monday, March 21, 2022 11:41:58 AM

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

Hello,

I am writing to share concerns regarding the proposed 3734 Speedway Rd development that is on the agenda of tonight's Plan Commission meeting (Legistar number 69786, agenda item 12).

- Parking as it relates to safety: The building will have fewer spots than required by code, which will likely result in increased street parking along Glenway Street as well as adjacent streets Waverly Place and Hammersley Avenue. Between those three streets and Ross Street (one block north of Hammersley) there are more than 20 children aged 9 or under. One of the wonderful things about the neighborhood is the ability to have kids playing outside with their neighbors and additional traffic and parking on those streets will negatively impact that.
- Lack of sufficient transit options: The proposed changes to bus service will change the bus stop serving the development to peak hours only, making it difficult for residents to be without a car.

Thank you for your consideration.

Sincerely,
Erin Holzbauer
3737 Ross Street
Madison, WI 53705

From: [Vidaver, Regina](#)
To: [Plan Commission Comments](#)
Subject: FW: Building Commission, 3734 Speedway Road;
Date: Monday, March 21, 2022 11:19:54 AM

From: Clare Stapleton <stapleton2137@gmail.com>
Sent: Sunday, March 20, 2022 11:26 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Re: Building Commission, 3734 Speedway Road;

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

I am saddened that you appear to continue to support this proposal. Not only is the building too big in height and mass, but it also breaks the neighborhood plan in so many ways! Do you not support the planning process? If you say it is old because it was made in 2014 you don't realize that the construction of this consensus plan took many many months of our time and City staff time. What has changed in the last seven years that would make it out of date? People still want multi-family buildings-- yes we actually do. But to impose this poorly designed and non-conforming use to make it profitable for a developer makes no sense. We should not be made to pay for a developer's business mistakes.

Let me give you a very specific example. I want to stay in this neighborhood. And I don't particularly want to be driving once I downsize to an apartment. You might think I'm an ideal tenant for this type of building. But I could not take a peak hour bus to a medical appointment because how would I get home? True it is only a one-mile walk from busses on University but do you expect an 80 year old to walk that distance in the winter? Again how do I carry my groceries 0.7 of a mile from Regent Market at Allen Street? No, if I lived in this building I would have to have a car. So in effect, there is a (might I say discriminatory) block against the elderly living in this building unless they have a car.

So if we just focus on parking spaces it is important to remember that Madison's standard of one space per unit is severely out of date. A typical modern standard (I'm using one from Mill Creek, WA) is

2. Multiple Residential Dwelling.

a. Duplexes shall have two spaces per dwelling unit.

b. Townhouses, Apartments, and Condominiums.

i. One-bedroom dwelling units shall have one and one-half spaces per dwelling unit.

ii. Two or more bedroom dwelling units shall have two and one-half spaces per dwelling unit.

iii. Approximately 25 percent of the required parking is intended to provide for guest parking, shall not be reserved for any individual unit, and may be covered or uncovered. The guest parking shall only be for the use of tenants and their invited guests.

Clearly, if we were to apply this more current standard we have 8 two-bedroom =20 spaces, 14 one-bedroom=21 spaces, and 9 studios (where I assumed the boarding house standard of one per bed) =9 spaces. So if we use an up-to-date parking standard the building should have fifty spaces. That is without any allowance for visitor parking. Clearly, this is going to be a contentious issue for the residents. In my case, if I lived in the building where would my visitors' park? On Speedway? the neighborhood? Well since they would be coming during the day or on the weekend they could not take the bus because there will be no bus.

This is an important decision because it will set the tone for future development like on the Moore site. Will that be another project that gets approved because you approved this one? That intersection still shows on the Madison planning maps as a transitional center. By eliminating our convenience store/gas station you will have set back that goal in the City's plan.

I encourage you to support denial or at the very least for referral to Urban Design Commission.

Clare Stapleton

Can this note be added to the public record please?

On Sun, Mar 20, 2022 at 8:20 PM Vidaver, Regina <district5@cityofmadison.com> wrote:

Hello Clare,

Thank you for your input.

I do want to clear up a couple of misconceptions in your note:

- The city did not push out the gas station. After Kwik Trip purchased the Stop n Go franchise, they made a business decision to close under-performing sites, including this one. (see pg. 55 of the [public comments](#) on Legistar)
- The existing bus stops right outside the building on Speedway Rd. will remain in use. The proposed [metro redesign](#) recommends those stops be utilized only during morning and evening rush hour, but that plan is subject to change. This proposed project, as well as the one that is on the horizon at the Moore's Towing site, may impact those plans. I hope you will join the [public meeting](#) on the Metro Redesign project for our near West Side area this Tuesday at 6pm.

Best wishes,
Regina Vidaver
District 5 Alder
City of Madison, Wisconsin
[Subscribe to my blog](#) to stay informed

From: Clare Stapleton <stapleton2137@gmail.com>
Sent: Saturday, March 19, 2022 6:49 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Building Commission, 3734 Speedway Road;

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

I am really surprised and saddened that this proposal has reached this far in the process. I know the City pushed out the gas station but this building is so far out of line with the plans we all worked so hard on that it makes me wonder what is going on. The developer says they will "actively seek" people who don't have cars because the building lacks enough parking. But there will be no local bus stop so in effect older people, who rely on the bus, are going to be excluded as well.

I have registered and will speak against it at tomorrow's meeting but I thought I would also send my comments to you.

Regards,
Clare

My name is Clare Stapleton and I live (3968 Plymouth Circle) in the area covered by the neighborhood Plan. I also used to teach Urban Planning at UW-Madison, so I'm probably rare in that I have read Section 28 (the zoning code ordinance) and indeed taught classes from Section 28.

I will focus on just two of the reasons I oppose this development.

1st The proposed number of units exceeds the limit set by the neighborhood plan by over 25%. The 31 units are small but some curiously shaped, almost gerrymandered, to maximize the number of units. The city staff review says that the building density meets the standard for “neighborhood mixed-use” but in fact, it does not. Apparently, the staff, who no doubt are under time pressure, (their report was only released Friday just before noon), so perhaps they did not have the time to re-read the relevant parts Section 28. Had they done so they would have discovered that the number of units is excessive, as are many of the aspects of the proposal.

2nd The proposed number of stories exceeds the neighborhood plan limit by over 25%. The height and bulk of the development will damage the surrounding houses and neighborhood. Let me be specific. The house next will never experience the southerly sunshine they now enjoy. The three stories of the building (instead of the limit of 2 in the neighborhood plan) are clearly visible from the adjoining property and neighborhood street. Likewise, the four stories are clearly visible from Speedway. This overbearing building will detract from the neighborhood and not add to the cluster of commercial establishments at the intersection and certainly not maintain our neighborhood convenience store. Let’s face it this is a doggy proposal. It raises questions with respect to the zoning code, comprehensive plan, and neighborhood plan. You have only to read the staff report which, while admitting the proposal does not meet standards, has to bend over backward to allow approval. **The issue should either be straight out rejected or be sent to the Urban Design Commission for some serious reworking.**

The truth is, this developer made a business mistake. They bought a property that can not carry a residential use without a subsidy (ie conditional use) from the City. I don’t think it is up to the City or the surrounding neighborhood to provide that subsidy. It was a business mistake plain and simple and the developer needs to go back and come up with a viable business solution.

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and we are silent when we see that all the money of all the nations has come into the hands of a few men; which we seem to tolerate and to permit with the more equanimity, because none of these robbers conceals what he is doing

Cicero

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Cicero

From: [Parks, Timothy](#)
To: [Cleveland, Julie](#)
Subject: FW: 3734 Speedway Rd
Date: Monday, March 21, 2022 10:34:17 AM

From: Tim Radl <timradl2959@gmail.com>
Sent: Monday, March 21, 2022 10:32 AM
To: Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>
Cc: Wells, Chris <CWells@cityofmadison.com>; Punt, Colin <CPunt@cityofmadison.com>; McNabola, Lisa <LMcNabola@cityofmadison.com>
Subject: 3734 Speedway Rd

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

Hello Plan Commission ,

I am out of town currently, but I'd like to register my issues with the subject plan. I live across Waverly Pl from the planned development of a 4 story apartment building at 3734 Speedway Rd. This building will be very out of character for this neighborhood, and will disrupt my enjoyment of living in the house I've called home for 28 years. I feel that no other plans have been given a fair opportunity to be submitted. Kwik Trip originally (possibly still plan to) wanted to deed restrict the parcel so as not to allow competitors to do business there, but that creates few opportunities for a business that would actually serve this neighborhood. The plan currently submitted by Brandon provides no services to the neighborhood. It actually harms the neighborhood by creating living spaces with little to no parking and a "commercial" space for some business with no customer parking. How does any of this actually provide anything to the neighborhood? Why are we, the long time home owners and residents supposed to just live with the oversized box full of upscale living units with a view of the golf course and the lakes, while we have to deal with increased traffic, a severe lack of parking and the sun-blocking effects at the time of year we need it most? I really feel like the good citizens of my neighborhood are getting the short stick here. We're all invested in the community, this apartment does nothing to serve our needs, or for that matter, the needs of lower income residents, but we're asked to acquiesce to this plan that doesn't follow our own neighborhood plan, nor does it provide a positive mixed use for the area.

I'd like to see another plan from a developer who doesn't say "if I lose any units, I can't make it work out". I know there are developers who could make something work and still serve the needs of the neighborhood.

I apologize if this is rambling but I'm trying to capture my thoughts on a phone, which is difficult.

Thank you for allowing my feedback. I hope this arrives on-time.

From: [Leah Knope](#)
To: [Plan Commission Comments](#)
Subject: Redevelopment for 3734 Speedway Road
Date: Monday, March 21, 2022 9:34:07 AM

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STOP and THINK, please.

We do NOT need additional housing in this area. We DO NOT need additional traffic in this area.

What we do need is common sense. There is a ton of traffic on speedway now with this being a thoroughfare to Madison West High School, the hospital, UW and downtown.

I miss the gas station. This easy access stop for gas is perfect. There was not a ton of traffic congestion as cars moved in and out of the gas station.

Leave well enough alone and don't add more problems to this area than there already are.

DO THE RIGHT THING by not disrupting the neighborhood by adding more people and traffic.

From: [Mary Pustejovsky](#)
To: [Plan Commission Comments](#)
Subject: 3734 Speedway Rd
Date: Monday, March 21, 2022 9:30:43 AM

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

Hello Planning Commissioners

I am unable to testify at tonight's meeting because I have 3 kids to take care of while my husband is at a class. I am in support of the new homes at 3734 Speedway.

I want to direct you to the item at the top of every meeting agenda: "Consider: Who benefits? Who is burdened? Who does not have a voice at the table? How can policymakers mitigate unintended consequences?"

I recently read this [article](#) that showed that meetings like this are regularly used by those who are whiter and wealthier to block or diminish new housing. Madison rents went up over 7% last year. Requiring additional parking has been shown to increase rents by up to \$200/month (this is a figure from Minneapolis, but there are many studies that support this). We need more housing at all income levels to slow the rent increases.

If Madison says it is progressive and that "Black Lives Matter" then we need to actually upzone the areas where there are no Black people, to prevent gentrification and displacement in disinvested areas. The [census block group](#) where the proposed housing is has zero Black residents. Its median income is DOUBLE that of the rest of the city (\$123,182 vs \$62,181). Going back to the "who benefits? who is burdened? who does not have a voice at the table?". Well, clearly a lot of renters and people of color are not able to come to these meetings. Like me, they have jobs, children, and other responsibilities.

Finally, I'd like to point out that this weekend, [Antarctica was 70 DEGREES ABOVE NORMAL](#). Yet here we are arguing about parking spaces? For cars? Why do we care about housing for cars more than people? We need housing for people where they can live without a car. The climate crisis is terrifying. One of the tools we have right here in Madison is to build housing where people can drive less, or not at all. I live in Midvale Heights and I am able to walk/bike/take transit to all destinations less than 5 miles. Let's give more people that opportunity.

Thank you
Mary Pustejovsky

From: [Benjamin Noffke](#)
To: [Plan Commission Comments](#)
Subject: Support for Speedway Apartment Development
Date: Monday, March 21, 2022 9:28:23 AM

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

Hello,

I'm writing in support of the proposed development on 3734 Speedway Rd. Building additional, dense housing would be an important step toward addressing the housing shortage in Madison and provide an excellent source of tax revenue for the city. This type of development helps alleviate the financial burden of maintaining public infrastructure in an area dominated by single family homes.

We need this type of incremental progress to help Madison prosper.

Thank you,
Ben Noffke

From: [Luke Balsavich](#)
To: [Plan Commission Comments](#)
Subject: New building proposal for 3734 speedway
Date: Monday, March 21, 2022 9:23:29 AM

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

The current proposal for the property violates the applicable standards embodied in Chapter 28 of Madison General Ordinances. Further, the erection of such a building at this already dangerous intersection will add to the danger of the intersection, which is crossed hundreds of times daily by schoolchildren. The current plan also does not include enough parking for residents, so the spillover parking along the sides of the road to the intersection will present more danger to the intersection, as will having the families of 70 units entering and leaving the area during rush hour. The gas station at least had two ways in and out and it was not super busy with car traffic.

Please reject this proposal. It violates zoning rules that exist for specific reasons, and these developers just get passes. Meanwhile if I wanted to build a deck, I get like 15 notices of how I need to do things.

Thanks
Luke Balsavich
608-354-1962

From: [Theresa Metzger](#)
To: [Plan Commission Comments](#)
Subject: Support of 3734 Speedway Road
Date: Monday, March 21, 2022 9:20:16 AM

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

As a neighborhood resident, I am writing to support the project at 3734 Speedway Road.

The project is a good example of the type of infill development the city needs to be encouraging throughout Madison and especially on the near west side with such close proximity to the hospital and university.

I am hopeful it will spur additional development at that intersection, which is ripe for improvement.

There is abundant parking in both Sunset and Westmorland, given it is primarily low density, single family housing. This location is also accessible by bike, walking, and public transportation. It will be a minimal issue vs. the reward.

I hope this project moves forward and appreciate the developer taking the initiative to improve this site and the neighborhood. Thanks for considering my comment.

Theresa Metzger
552 Gately Terrace
Madison, WI 53711

From: [Jacob Orth](#)
To: [Plan Commission Comments](#)
Subject: redevelopment proposal for 3734 Speedway Rd
Date: Monday, March 21, 2022 8:22:24 AM

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

I oppose the 3734 Speedway Rd development proposal. 31-dwelling units on such a small lot is not only grossly inconsistent with the general make up of the neighborhood, but also in violation of the zoning plans & laws. Furthermore, the proposal fails to include required parking. At a minimum, each dwelling unit must have its own stall. The general street design and lack of available parking in the surrounding area does not support safe overflow parking for this proposal.

As such, I ask you respect standing zoning planning and laws for the neighborhood by not allowing this proposal to proceed.

Respectfully,
Jacob Orth

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

From: [Vidaver, Regina](#)
To: [Plan Commission Comments](#)
Subject: FW: Building Commission, 3734 Speedway Road;
Date: Sunday, March 20, 2022 8:12:16 PM

From: Clare Stapleton <stapleton2137@gmail.com>
Sent: Saturday, March 19, 2022 6:49 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Building Commission, 3734 Speedway Road;

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I am really surprised and saddened that this proposal has reached this far in the process. I know the City pushed out the gas station but this building is so far out of line with the plans we all worked so hard on that it makes me wonder what is going on. The developer says they will "actively seek" people who don't have cars because the building lacks enough parking. But there will be no local bus stop so in effect older people, who rely on the bus, are going to be excluded as well.

I have registered and will speak against it at tomorrow's meeting but I thought I would also send my comments to you.

Regards,
Clare

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I will focus on just two of the reasons I oppose this development.

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2nd The proposed number of stories exceeds the neighborhood plan limit by over 25%. The height and bulk of the development will damage the surrounding houses and neighborhood.

Let me be specific. The house next will never experience the southerly sunshine they now enjoy. The three stories of the building (instead of the limit of 2 in the neighborhood plan) are clearly visible from the adjoining property and neighborhood street. Likewise, the four stories are clearly visible from Speedway. This overbearing building will detract from the neighborhood and not add to the cluster of commercial establishments at the intersection and certainly not maintain our neighborhood convenience store.

Let's face it this is a doggy proposal. It raises questions with respect to the zoning code, comprehensive plan, and neighborhood plan. You have only to read the staff report which, while admitting the proposal does not meet standards, has to bend over backward to allow approval. **The issue should either be straight out rejected or be sent to the Urban Design Commission for some serious reworking.**

The truth is, this developer made a business mistake. They bought a property that can not carry a residential use without a subsidy (ie conditional use) from the City. I don't think it is up to the City or the surrounding neighborhood to provide that subsidy. It was a business mistake plain and simple and the developer needs to go back and come up with a viable business solution.

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Cicero

From: [Vidaver, Regina](#)
To: [Plan Commission Comments](#)
Subject: FW: Speedway development
Date: Sunday, March 20, 2022 8:21:01 PM

From: John Linck <john@woodentoy.com>
Sent: Saturday, March 19, 2022 6:01 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Speedway development

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

Regina,

Thanks for your update on the Speedway apartment building.

I have a simple comment. More parking or fewer units are needed. Even if each apartment is limited to one person it is clear that some tenants will be seeking parking off site, likely illegal. If the plan is not feasible without height and parking give-a-ways perhaps it should be a gas station and a convenience store. Madison is under no obligation to waive sound planning to insure developer's profit.

Thanks for the work you do. John

John Michael Linck
2618 Van Hise Avenue
Madison, Wi. 53705
telephone 608-231-2808
[email john@woodentoy.com](mailto:john@woodentoy.com)

From: [ulrike dieterle](#)
To: [Plan Commission Comments](#); [Jonathan Becker](#); [ulrike dieterle](#)
Cc: [Anne Raffa](#); [Rich Kedzior](#); [Liz Vowles](#)
Subject: Item 69786 March 21 Meeting - Speedway Road Conditional Use Request
Date: Saturday, March 19, 2022 11:16:42 AM

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

This is in opposition to the request for consideration of conditional use at 3734 Speedway Road; 5th Ald. Dist.: Neighborhood Mixed-Use (NMX) District for a mixed-use building with more than 24 dwellings; and consideration of a conditional use in the NMX District for a building taller than three stories or 40 feet in height.

The proposed height of this building is in direct conflict with height limits as specified in the Hoyt Park Area Joint Neighborhood Plan, January 2014. I point the Commission to page 48 of this plan which refers specifically to area M3 on the coverage map. That is the area where this building is proposed. See: https://www.cityofmadison.com/dpced/planning/documents/Hoyt_Neighborhood_Plan2014.pdf

Under the third bullet point on page 48, the plan clearly states:

"Limit heights along north property line to two stories. However, the overall height could be three stories, with a setback at the second story, along southern edge of building to take advantage of the grad change."

The City was heavily involved in the three-year long development of this neighborhood plan. It was funded at a cost of \$50,000 from the City, heavily influenced by City wordsmithing, approved and anticipated to be in effect for 10-15 years. It is expected that decisions involving this property be in agreement with the details of the Plan to which City and involved neighborhoods jointly agreed. **Asking for a 4 story building does not respect the Plan.** This proposal would lead to a building not compatible with surrounding buildings, both commercial and residential. Approval would lead to further requests of similar size/height. This would negatively transform this area, which is currently residential with only a few small businesses along Speedway. The City should not take that step without more thorough planning and discussion.

We urge the Plan Commission to reject this conditional use request and ask the developer to limit the building to 3 stories, with the setback as stated in the Plan.

Thank you.

Jonathan Becker, Co-President, Sunset Village Community Association
Ulrike Dieterle, Co-President, Sunset Village Community Association

From: [Carol V.](#)
To: [Plan Commission Comments](#)
Subject: please reject proposed development for 3734 speedway road
Date: Sunday, March 20, 2022 2:01:08 PM

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

Dear city plan commission,

I am asking that you reject the current proposal for the Stop and Go gas station site on speedway road. The development is too large for the neighborhood and offers no offsetting amenities, unlike the sequoya development at Midvale and Tokay. The building will take up the entire lot with almost no greenspace and tower over existing houses and buildings. There is nothing like this development in the area.

The area is perfect for families with young children, yet the proposed apartments are studio, one and two-bedroom. Apartments much more likely to attract students and young professionals who will move to Verona or Sun Prairie when they are ready to start a family.

I suggest that the commission ask the developer to scale back the size consider fewer and larger apartments and add green space like the old apartments along monroe street.

Regards, Carol