

From: [Planning](#)
To: [Plan Commission Comments](#)
Subject: FW: Oppose: Legistar 86523 (3915 Lien Road (District 3): Consideration of a conditional use)
Date: Monday, March 3, 2025 7:22:52 AM
Attachments: [image.png](#)

From: Harald Kliems <kliems@gmail.com>
Sent: Sunday, March 2, 2025 7:47 AM
To: Planning <planning@cityofmadison.com>
Subject: Oppose: Legistar 86523 (3915 Lien Road (District 3): Consideration of a conditional use)

You don't often get email from kliems@gmail.com. [Learn why this is important](#)

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Dear members of the Plan Commission:

I am writing in opposition of the conditional use application for 3915 Lien Road. Once again, you have an application for an exclusively car-oriented development in a TOD district in front of you. Yes, the application technically may fulfill some of the standards, such as being two stories tall (is that second floor actually going to be used for anything?).

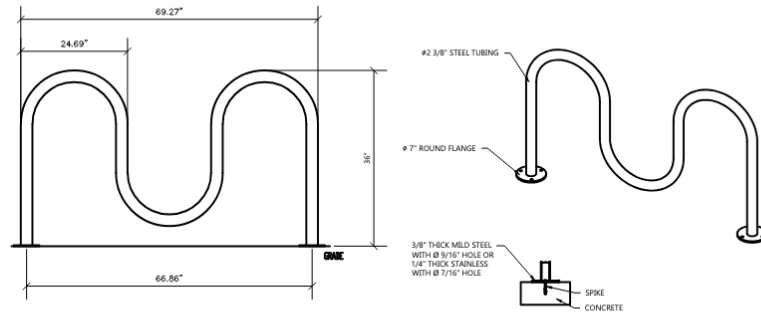
But if you look at the project plans and renderings as a whole, you can clearly see that this development does not promote a walkable, transit oriented environment. Right now maybe this doesn't matter, as much of the area is low-density and car oriented, but if we keep permitting these types of developments, we are perpetuating the status quo. Let's start building/permitting for the future that we want.

I am asking you to deny the conditional use application.

Thanks for your consideration.

Harald Kliems
6 N Allen St, Madison, WI 53726

PS Minor detail: I also see a wave-style bike rack in the project plans. I don't think those are compatible with our code for bike parking.



- NOTES:
1. INSTALL BIKE RACKS ACCORDING TO MANUFACTURER'S SPECIFICATIONS.
 2. OWNER SHALL SELECT COLOR & FINISH.
 3. SEE SITE PLAN FOR APPROX. LOCATION. COORDINATE W/ OWNER PRIOR TO CONSTRUCTION.
 4. MANUFACTURED BY MADRAK; PRODUCT: CS200-S-1G(SF); DESCRIPTION: CAPITAL SQUARE BIKE RAKE 5 BIKE

5 BIKE RACK DETAIL-WAVE TYPE

NOT TO SCALE

From: [Nicholas Davies](#)
To: [Plan Commission Comments](#)
Cc: moliveira@plazastreetpartners.com
Subject: 86523 - textual violations of TOD ordinance
Date: Sunday, March 2, 2025 2:16:04 PM

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Dear Plan Commission,

Regarding item 86523 (3915 Lien Rd), I see several related issues in the current plans:

- The pedestrian routing requires customers coming off the sidewalk to take a long, circuitous route to the business, unnecessarily crossing the drive lanes twice. I appreciate city staff addressing this in the staff report. People who arrive by bike, or who park their car instead of driving through, will also be impacted.
- There is also the issue of the building not orienting itself towards the primary abutting street. That is a direct violation of ordinance 28.104(7)(b).
- There's the issue of the entrance not being barrier-free, because it's behind a retaining wall. This also violates 28.104(7)(b).
- There's the issue of the primary entrance not being "clearly visible and identifiable from the street," in violation of 28.104(7)(b).
- They're also proposing to use substandard bike racks.
- The TDM worksheet claims that there will be a dedicated walk-up window under an awning, where customers can congregate. There is no such thing in the submitted plans. The only service windows open directly onto a drive aisle. Customers cannot congregate there, because it will be mere seconds before they're blocking traffic.

When you take all these issues as a whole, you get a clear picture that this establishment isn't for Madison residents. It isn't for Madison transit riders. Somebody walking down the sidewalk isn't likely to get coffee here if they can't see that there's any kind of public entrance or sales window open to them. The applicant has chosen to shun this customer base.

It's a real shame that this business doesn't want local customers, because it doesn't have to be this way. These are all fixable issues:

- They could have a pedestrian-oriented service window. Earlier designs included this. Other 7 Brew locations include this.
- They could provide pedestrian access directly from the sidewalk to the building. It's a four-foot elevation change, according to the staff report. Citing a four foot elevation change as some kind of insurmountable obstacle really makes me roll my eyes. And many other 7 Brew locations don't have the same issue with pedestrian routing.
- They could provide a customer gathering space, on any side of the building. Other 7 Brew locations have this as well. To make use of the second story overhang for this, they could simply reduce the drive-thru lanes from 2 to 1.

Yes, 7 Brew have had to adjust their typical design, because they're choosing to build in a rather more urban area than they usually pick. But the ways that they've adjusted it have actually made it less functional for non-drive-thru customers, as if to spite Madison for its TOD ordinance.

But there are real, literal violations of the TOD ordinance here. Violations of its text, not just its statement of purpose, giving Plan Commission clear grounds to reject or refer this item. So I do urge you to reject or refer, depending on whether the applicant expresses willingness to use the additional time and reconsideration to address these issues.

Thank you,

Nick Davies
3717 Richard St