

**From:** [Betty Thompson](#)  
**To:** [Urban Design Comments](#)  
**Subject:** #5 at tonight's meeting  
**Date:** Wednesday, February 18, 2026 4:10:35 PM

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I understand that this has been approved but a the design of this building is totally unacceptable. The length of it is too imposing and out of character with the area AND the Northside.. As for tenants living in this particular design it is impersonable and does not give a sense of community...it can lead to a number of social issue and problems within the building.

Betty Thompson

**From:** [Dan Seibel](#)  
**To:** [Urban Design Comments](#)  
**Cc:** [Randy Goll](#)  
**Subject:** Agenda Item 5. 88916  
**Date:** Wednesday, February 18, 2026 1:04:09 PM

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We are the owners of the land and buildings which comprise the former Oscar Mayer plant at 910 Oscar Ave. We continue to oppose the 2150 Commercial Avenue project (88916) as the mass and scale of the proposed building and project creates a barrier to the rest of the development rather than creating connectivity and required activity zones and areas. As stated previously, the design is really a wall that blocks the rest of the OM project and doesn't even have any of the same construction materials or colors (red brick) as the existing buildings.

We did meet with the applicant and asked him to make changes, such as two or three buildings rather than one long narrow continuous building. He declined to make that change. In fact, the retail area on the north end has been removed. This area on the special use plan is to be an active ground floor to provide connectivity to the remaining 50 acres. The only shown retail on the plan is now on the south end of the building with no real chance of being an active area as required by the special use plan. This in reality is not a true mixed use development, it is just a long narrow apartment building. The west elevation remains a 5-story concrete parking garage that our future project and residents will face. The applicant has not even applied for TIF dollars which would help with green roof/gray water elements, which this proposed project could certainly use. Page 53 of the special use plan suggests terrace plantings, living walls, etc. Pages 34, 37 and 38 of the use plan calls for bike and pedestrians to connect to Eken Park. This is not provided by the applicant. Thanks for your consideration, Dan Seibel and Randy Goll

**From:** [Jim Wilson](#)  
**To:** [Urban Design Comments](#)  
**Subject:** Legistar 88916: 2105 Commercial Ave Development  
**Date:** Wednesday, February 18, 2026 11:07:04 AM

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You don't often get email from [jwilson.4289@gmail.com](mailto:jwilson.4289@gmail.com). [Learn why this is important](#)

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To whom it may concern,

I am writing to urge support of the redevelopment of this site by the former Oscar Mayer property. At the top of every meeting agenda, you are asked to consider, "Who does not have a voice at the table?" In the case of this development, it is the 241 families that would live here and would presumably support the existence of their housing. While there are site specific concerns, those concerns can be mitigated. For example, contaminated soil can be removed and replaced. Similar site specific contamination was present and addressed with the redevelopment of the Royster Clarke site years ago.

As to the size and density of the development, this site is near to downtown and would thus benefit from high density development. The Oscar Mayer Special Area Plan shows a desire to have high density and community mixed use development along the north side of Commercial Ave, and I believe this project would offer that desired density. As Packers and Commercial are redesigned, and as the area is redeveloped, this development will be seen as a gateway to the future Oscar Mayer neighborhood.

Thanks for taking my comments,

Jim Wilson  
1624 Fordem Ave  
Madison, WI 53704