

2206 E. Johnson St.
Madison, WI 53704

March 31, 2011

City of Madison Plan Commission
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear Honorable Commissioners:

We are writing to express our concern about, and opposition to, the proposed development of a Milio's sandwich shop (and its unnamed tenant) at 2202 E. Johnson St. We feel strongly that the proposed development would have a significant and negative effect on those who live nearby, while deviating from the current and historical land use. As a result, this proposed development does not meet the conditional use standards set forth by the governing body and conflicts with the goals set in the *Emerson East – Eken Park Neighborhood Plan*.

We'd like to start by providing a little background information about the immediate area. In an overwhelmingly residential part of the neighborhood, the property at 2202 E. Johnson St. is located almost directly behind East High School, is adjacent to the school's athletic fields (technically, a city park), and is in very close proximity to two bus stops. Because of these factors, this area experiences a high volume of foot and automobile traffic during peak times (i.e., before and after school and during the lunch hour), but is still a residential area for all extensive purposes and is relatively quiet during non-peak times.

The current building on the property was built in 1926 by the then owner of our house (2206 E. Johnson St.) as a family business he could conveniently operate while living next door. Over the years, the business on this property was a tin, sheet metal, and furnace shop, or some variation of it; and subsequently (for at least the last two decades, as far as we can discern), it has been used for storage.

Our biggest concern about the proposed development is that it will negatively impact the use, values, and enjoyment of the residential properties in the surrounding blocks because of the following factors.

- Exacerbated existing issues that come along with the large high school student presence. Students already gather in large crowds at the bus stops and cross the street in droves on the way to athletic practice. There is already yelling, fighting, littering, loitering, and a regular police presence. There's little question that adding a business that directly markets toward these students will draw more students, entice them to hang out, and thereby compound the issues.
- Late hours of operation and the high volume of quick turnaround customers will be a definite change for the area, which is currently quiet in the evenings and on weekends.
- Less available on-street parking for residents' visitors, church-, and park-goers. The peak-time parking demands of a fast-food restaurant will conflict with the already busy times experienced in the area, and make parking even less available during off-peak times.
- Increased police presence and a likely increase in crime. Police officials have acknowledged that there will be an increase in service calls to this property if the proposed development is approved. Additionally, they have acknowledged that businesses in which the main entrance does not face a main street (like the proposed construction) are attractive to criminals as they are easy targets.

It is undeniable that the proposed development would result in all of the aforementioned factors to some degree, which will alter the surrounding environment, making it less pleasant and desirable to live in (both for current and potential residents). And it's no secret that when an area becomes less desirable to live in, property values suffer.

Additionally, we are concerned that the proposed development directly conflicts with the *Emerson East – Eken Park Neighborhood Plan*, which states it is a neighborhood goal to “preserve the existing land use pattern in the neighborhood.” Over the past 85 years, the commercial lot at 2202 E. Johnson St. has been used for light manufacturing and subsequently as storage. Presumably, the business operated under neighborhood-friendly hours (i.e., it closed around 5:00 p.m. and was likely closed on weekends). And most importantly, it did not ever solicit a high volume of quick-turnaround customers during peak busy times or market directly toward high school students. So if any business deviates from the historical use of the property, it is a fast-food restaurant with its contrasting customer base, quick-turnaround transactions, and evening and weekend hours of operation.

All of that being said, we understand that a change is needed, and even welcome, given the current state of the building at 2202 E. Johnson St. We support developing the property, but with a more appropriate type of business for the location. The following types of businesses, to name a few, could have a very positive affect on the immediate area and neighborhood.

- Bicycle sales, rental, and repair
- Book, magazine, and stationary store
- Chiropractic office
- Daycare center
- Insurance office
- Kitchen accessory store
- Law office
- Musical instrument sales and repair
- Travel agent

We also understand that Milio's provides a positive contribution to the neighborhood, but sincerely feel that moving it to the proposed location would come at too high a cost to those residents who live in the nearby blocks for the reasons we have outlined.

In closing, the proposed development of a Milio's sandwich shop at 2202 E. Johnson St. is a poor fit for this residential area with its large high school student presence. It does not meet the City's conditional use standards, and it directly conflicts with established neighborhood goals, both of which are put in place to protect Madison's residents and the integrity of its neighborhoods. Attached, please find a petition signed by the neighborhood residents who live within two blocks of the property and feel strongly against the proposed development. As evidenced by the number of signatures, there is significant opposition by those who would truly be impacted the most: Those who have to experience its impact every day.

Thank you in advance for your time and consideration. Please feel free to contact us if you have questions about our position or would like us to elaborate further.

Respectfully,

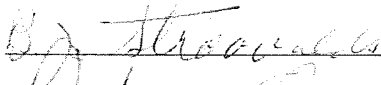
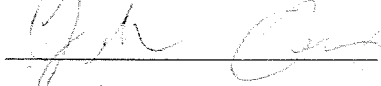
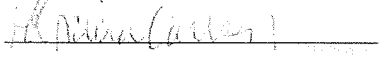

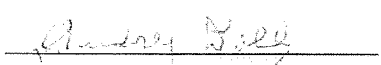
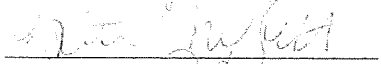





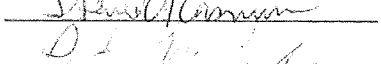
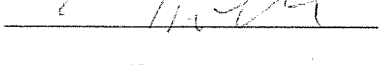
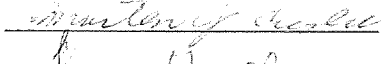

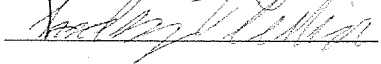

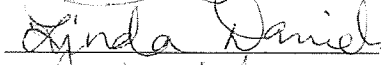
Andrew and Lana Solberg

715.523.6555 | 715.292.4643
solberg.landy@gmail.com

We, the undersigned, as neighbors of the proposed redevelopment of 2202 E. Johnson St., recommend against the establishment of a Milio's Sandwich shop at this location. The bright lights, high traffic, long hours of operation, concerns about trash and crime, and the negative effect upon property values are all issues that make this an inappropriate use for this property, which is located in a quiet, residential neighborhood.

Signature	Printed Name	Address
	Lana Salberg	2206 E. Johnson St.
	ANDREW SOLBERG	2206 E JOHNSON ST.
	Mary Russell	216 N 4th St.
	Alix Olson	204 N 4th St
	Martha Papp	204 N 4th St.
	Colleen Moore	124 N. 4th St
	STEVEN ACVARATO	24 N. FOURTH
	Kristy Sly	14 N. Fourth St
	Patrick Keeney	14 N. Fourth St
	Joel Gratz	10 N. Fourth St.
	RENZO GARCIA	6 N 4th street #1
	Rebecca Sullivan	6 N 4th st. #2
	Phil Sullivan	6 N 4th st. #2
	Amanda Gradisek	2246 E. Johnson St.
	Jillian Cleven	2242 E Johnson St
	Briana Geisler	2242 E Johnson St
	John Howe	2230 E Johnson St.
	TODD ENGMAN	2220 E JOHNSON ST.
	Lysa Newman	2210 E. Johnson St.

We, the undersigned, as neighbors of the proposed redevelopment of 2202 E. Johnson St., recommend against the establishment of a Milio's Sandwich shop at this location. The bright lights, high traffic, long hours of operation, concerns about trash and crime, and the negative effect upon property values are all issues that make this an inappropriate use for this property, which is located in a quiet, residential neighborhood.

Signature	Printed Name	Address
	Bj STORAASLI	2141 E. Dayton
	John C. ...	2133 E Dayton
	PATRICIA CARLSON	2123 E Dayton
	MARIAN E BALTES	2113 E Dayton St.
	AUDREY BELL	2111 E Dayton St.
	PAT ...	2111 E Dayton St.
	...	2111 E Dayton St.
	Phil ...	2105 E Dayton St.
	KATHLEEN MULLEN	2110 E Dayton St.
	...	2137 E. ... St.
	STEVEN E. ...	2134 E. Dayton
	...	2125 E Dayton
	MARTIN J. CIESLIK	206 N. 4th St.
	Fran Keally	206 N. 4th St.
	Lindsay Cieslik	206 N 4th St.
	KATHRYN SANDRETTO	2130 E Dayton St.
	Linda Danielson	2132 E Dayton St.
	JULIE LINGLE	2126 E DAYTON ST.

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<u>Signature</u>	<u>Printed Name</u>	<u>Address</u>
<u>Paul Newman</u>	<u>PAUL NEWMAN</u>	<u>2210 E. JOHNSON ST.</u>
<u>LaVita Winnie</u>	<u>LaVita Winnie</u>	<u>2145 E. Johnson St</u>
<u>Dan Mullins</u>	<u>Dan Mullins</u>	<u>2121 E. Johnson St.</u>
<u>Ezra Lyon</u>	<u>Ezra Lyon</u>	<u>2117 E Johnson St.</u>
<u>Linda Yeager</u>	<u>Linda YEAGER</u>	<u>2111 E Johnson St.</u>
<u>Erica Sather</u>	<u>Erica Sather</u>	<u>2214 E. Johnson St.</u>
<u>Luke Polipnick</u>	<u>Luke Polipnick</u>	<u>2138 E. Johnson St</u>
<u>Diane Boldt</u>	<u>Diane Boldt</u>	<u>2122 E. Johnson St</u>
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March 28, 2011

City of Madison Plan Commission
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear Honorable Commissioners:

I am writing to express my concerns regarding the proposed development of a commercial building at the corner of E. Johnson St and 4th St in Madison.

As a Realtor and as a resident of the neighborhood, I object to the idea of the proposed use of this location for a food service business for several reasons.

It is my opinion that property values will be negatively impacted by a busy, well-lit business with long operating hours. I know from experience that home buyers will discount the value of neighboring properties.

Home buyers are looking for quiet, residential neighborhoods. Such a business will attract outside traffic, trash, crime and odors. At a recent neighborhood meeting held by our alder Satya Rhodes Conway, a City of Madison police officer clearly stated that this business would indeed attract police calls and crime. He further stated that the design of this project was particularly bad as the storefront does not face the street, which would further invite crime.

Homebuyers regularly consider crime reports when considering a home purchase. An increase of police calls in this area is one more reason that property values will be negatively affected.

In addition, the late hours of operation will introduce bright lighting that will further detract from the quiet enjoyment of the neighborhood residents and will discourage buyers from looking favorably upon this neighborhood.

Once established, home buyers would further question the wisdom of purchasing in this neighborhood as it would be unpredictable what other types of businesses could take up operation in this location which might invite additional traffic, odors, and other nuisances.

I feel that the development of such a commercial operation would be unfair the current homeowners in the neighborhood who never imagined a dormant little workshop could one day become a bustling food service business.

Sincerely,

Jim Schuessler
Stark Company Realtors

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Madison, WI 53719
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EAST
4509 Cottage Grove Rd.
Madison, WI 53716
608-221-4000

MIDDLETON
1818 Parmenter St.
Middleton, WI 53562
608-831-3234

STOUGHTON
1609 Hwy 51 & 138
Stoughton, WI 53589
608-873-8181

SUN PRAIRIE
1625 W. Main St.
Sun Prairie, WI 53590
608-837-7345

WEST
702 N. High Point Rd.
Madison, WI 53717
608-836-9300

CORPORATE
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Madison, WI 53719
608-256-9018

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Firchow, Kevin

From: Murphy, Brad
Sent: Monday, March 21, 2011 8:18 AM
To: 'Frances Keally'
Cc: Firchow, Kevin
Subject: RE: PLAN COMMISSION - Proposal for Milio's at 4th and East Johnson

Frances,

Thank you for your comments. When this goes to the Plan Commission we will provide your comments to the Commission for their consideration.

Brad Murphy
Planning Division Director
Dept. of Planning & Community & Economic Development
P.O. Box 2985
215 Martin Luther King Jr. Blvd
Madison, WI 53701
608 266 4635

From: Frances Keally [mailto:fek1950@sbcglobal.net]
Sent: Sunday, March 20, 2011 8:56 PM
To: Schumacher, Michael
Cc: Murphy, Brad
Subject: PLAN COMMISSION - Proposal for Milio's at 4th and East Johnson

Dear Mr. Murphy,

I am writing to express my concern about the development of a Milio's Sandwich Shop at the intersection of East Johnson and Fourth Street, across from East High School and to urge you to vote against this development.

I have lived in my house for 26 years and moved in with the understanding of what living across from a high school entails. Over the years, additional high glare spot lighting has been added to East High School and now streams in our bedroom windows, but we have learned to live with it, as the alternative had been a great deal of night time cavorting in the East parking lot, necessitating many police calls. However, even though there are times when the streets are full, there is no parking, and it is extremely noisy, there are also times when school is out and a quiet peaceful atmosphere is possible.

On quiet summer evenings, a number of us like to sit out on our front porches. When the soda vending machine was placed in front of the property in question for a number of months, the glare from the brightly lit up machine, was highly visible from our porches. We also have had to deal with the night lights of the PDQ on Packers Avenue which was built within the last five years. In addition, there is some relatively new procedure going at the railroad yard late at night which generates a high droning noise. In other words, our neighborhood has been beset by numerous negative environmental changes. The addition of Milio's neon lights at night and increased car traffic would be just one more assault. It is this kind of overloading one neighborhood with more than its share of poor planning that results in urban neighborhoods being vacated for the suburbs.

There is also the huge issue of trash in the area surrounding the proposed building. One only need look at the bus stops at that intersection to see how dirty and unkempt the area is. My husband spends about ½ hour every week walking up and down our block on 4th Street. picking up trash from the PDQ, from other fast food restaurants, and even items from inside the school's cafeteria.

That particular corner has also been the location of choice for many arguments among the students. I regularly smell marijuana when I step into the bus stop. I presume that the workers at Milio's will be young people, working for minimum wage, who will not be willing or able, to control large group activities outside their place of employment.

For all these reasons, I ask that you not approve this project.

Thank you.

Fran Keally
206 N. 4th Street
Madison, WI 53704

Firchow, Kevin

From: Rhodes-Conway, Satya
Sent: Tuesday, January 11, 2011 11:05 PM
To: Firchow, Kevin
Subject: FW: [Emerson East Neighborhood Assn] Meeting re: two projects on Johnson St. - 1/11 [2 Attachments]

----- Forwarded message -----

From: Aimee Nash <aiminee@yahoo.com>
Date: Tue, Jan 11, 2011 at 12:01 PM
Subject: Re: [Emerson East Neighborhood Assn] Meeting re: two projects on Johnson St. - 1/11 [2 Attachments]
To: Satya Rhodes-Conway <satya.vadia@gmail.com>
Cc: snash@uwalumni.com

Satya,

Thanks for information. I don't think I will be able to attend as I have a sick kid, job, etc...

First - I'm super excited about the bike path. I typically bike a different route to avoid all that and this would make my commute easier.

I have a lot of concerns about a sub shop, coffee shop, etc on E Johnson. I am not familiar with zoning processes so my thoughts might not fit neatly in how all this works.... That area is primarily residential and I do not see a high traffic establishment fitting in to that space at all. There's lots of nearby heavy traffic streets that would work just fine - E Washington, Packers... Isn't some of the redevelopment of E Johnson focused on reducing traffic to the area?

I'd rather leave the current building (which I know is an eyesore) and/or tear it down and create more parking for the high school or something.

Aimee Nash
2317 Hoard St

Firchow, Kevin

From: Rhodes-Conway, Satya
Sent: Sunday, January 16, 2011 9:29 PM
To: Firchow, Kevin
Subject: FW: We're sorry to have missed the meeting at Bashford

From: osborne halsted [mailto:ozhalsted@gmail.com]
Sent: Wednesday, January 12, 2011 7:22 PM
To: Rhodes-Conway, Satya
Subject: We're sorry to have missed the meeting at Bashford

Hello Satya,

My name is Ted Halsted, and my wife and I and our two daughters live on East Johnson near the elementary school. I run a software business on Commerical Ave. that employs a number of people from the local and greater Madison area, and my wife and I are supporters of yours.

Thanks for your invitation to discuss the two new proposed projects. We regret that we were unable to attend the meeting at Bashford.

We'd like to express our support for the new, food-oriented businesses at 2202 East Johnson, with the caveat that consideration be taken for addressing the amount of strewn trash that will inevitably increase where mobile high-schoolers meet a new carry-out food source. I already remove a considerable quantity of Burger King cups and wrappers from the front of our home at 2335 East Johnson, and that business is located across East Wash.

As to the first project, we are whole-heartedly in support of engineering that enhances walking and cycle-riding.

Sincerely,

Ted Halsted
2335 East Johnson Street

Firchow, Kevin

From: Rhodes-Conway, Satya
Sent: Sunday, January 16, 2011 9:18 PM
To: Firchow, Kevin
Subject: FW: Jan 11 meeting

From: ALIX OLSON [mailto:aki747@sbcglobal.net]
Sent: Thursday, January 13, 2011 10:55 AM
To: Rhodes-Conway, Satya
Cc: McLay, Cam
Subject: Jan 11 meeting

Hi Satya- sorry Martha and I couldn't make the meeting Tuesday night. We have concerns about the proposed Milio's and other fast food store at 4th and Johnson: increased traffic congestion, increased trash and litter, increased student truancy and fighting, increased drug dealing and loitering, increased noise from both people and car stereos, (please note that up to here in the list, these are problems already evident in the neighborhood). Also, developers's lack of concern for this neighborhood, parking issues, MV-ped accidents, already a Milio's on North St and a PDQ at 3rd and PA, etc. And how late would these places be open? From my professional experience, fast food places are robbery/burglary magnets. We think this project will seriously degrade our already over-crowded, noisy neighborhood!! We've seen large groups of students fighting in the church parking lot and the adjoining bus stops on more than one occasion - we feel that adding these businesses would just make it easier for people to hang out, fight, throw litter around there, etc. This is a residential neighborhood, not a strip mall.

If you have time, could you please email us an overview of what took place at the meeting? Thanks, Alix Olson and Martha Popp