

4506 – 4516 Verona Road – Timberline Terrace Project

As long-time Madison West-Side property owners and residents, we are writing in support of the project proposal for 4506 and 4514 Verona Road, City of Madison, Wisconsin. Over the last 20 years, we have resided in, raised our children in, and owned property in Districts 7, 10, and 20 – giving us a deep connection to the area. We patronize many of the local stores and restaurants, as well as parks and neighborhood pools, and wish to speak to this from personal experience.

In 2020, when we were looking for a new home for our local business, the Feiler's Supper Club was on the market for sale. It had been vacant and listed for sale on the market continuously for four years with no success. We live in Greentree, swam at Ridgewood Pool and our kids went to school at Toki, so we frequently visited the area, both by car and by bike. This corner represented an opportunity to work near where we live and where we already frequent a lot of the stores. For us, it was a perfect fit.

When remodeling the building, we made design choices based on how we intended to use the space. We had biked the trail many times over the years with our kids as a great way to get downtown or access the Arboretum, so we built a full shower in one of the bathrooms. That way, we could use the path for exercise during the day or commuting. We invested \$10,000 into new concrete – including a patio out back.

As self-employed people, we work long hours, so the building has been our home away from home. We are often there from before 8:00 a.m. until after 9:00 or 10:00 p.m. Because of that, we also frequent the restaurants and stores nearby on foot. We use the underpass to access Taqueria El Jalapeno and El Panzon for lunch, we have keys copied at Dorn, and we buy produce and fresh meat from the Mercado Santa Maria.

Although it looks intimidating, the Verona and Beltline interchange is quite orderly with push-button-activated walk signals, and accessing that side of the frontage road is reasonably safe, thanks to the relatively low amount of traffic coming around that corner. Most traffic is diverted into the parking lots for Goodwill and Home Depot and never makes it to the curve. The underpass to the Dunns Marsh Neighborhood is well-kept, lit, and spacious, so it is also a pretty convenient way to access the other side of Verona Road.

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I understand that neighbors have raised concerns about air quality and noise from the traffic. Traffic sounds may have a greater impact on this site than in other, more remote areas of the city. Still, on our back patio, one can absolutely sit and have a conversation while having lunch, and we have no special screening from the Beltline. Inside, the sound is at a normal conversational level, and we don't have any extra sound insulation there either. With regard to air quality, as a person who had asthma, I can say I have not noticed any significant difference on this site than at other urban locations around town, and we've been here 5 years now.

As a professional involved in homeownership for over 25 years and a member of several housing related committees and organizations such as: the Affordable Housing and EOC Committee for RASCW – renamed DEI Committee (2000-current), Dane County Regional Housing Strategy Group (2023-current), RASCW Board of Directors (2020-2024), Government Affairs Committee (2020-current), ACRE Program (2023-2024). I am well aware of the pros and cons of different types of housing, locations, and all the various programs available to provide tenant assistance, financing and home-buyer downpayment programs. Madison residents need a variety of choices. Right now, homes in the areas immediately adjacent to this site are selling quickly at a premium. To successfully buy a home there, one needs capital for a down payment, strong credit, and a household income of over \$100,000 - \$150,000 a year to have any shot at a home or even a small condo. Even those fortunate enough to fit the description are often outbid by cash offers from investors. We think this project will fit a much-needed gap in the market.

Jean Armendariz-Kerr, resident

6409 Romford Road

Madison WI 53711

And

Current owner of one of the two properties in question

4506 Verona Road

Madison WI 53711



Address **4515 Thurston Lane**
Location **FITCHBURG - C**
Price **\$192,000**
Bedrooms **2**
Finished SqFt **1,049** Typical monthly payment would be \$1,800
Full Baths Total **1**
Competing Written Offers **No**
Sale Factors **Arms Length**
Cash Offer at Acceptance **No**
Status **Sold**
List Price **\$154,000**
Financing at Closing **Cash**
Sold Price **\$152,000**



Address **6 Heritage Circle**
Location **MADISON - C W10**
Price **\$209,900**
Bedrooms **2**
Finished SqFt **1,142** Typical monthly payment would be \$2,000
Full Baths Total **1**
Competing Written Offers **No**
Sale Factors **Arms Length**
Cash Offer at Acceptance **No**
Status **Sold**
List Price **\$209,000**
Financing at Closing **Conventional**
Sold Price **\$209,900**



Address **6 Heritage Circle**
Location **MADISON - C W10**
Price **\$215,000**
Bedrooms **2**
Finished SqFt **1,142** Typical monthly payment would be \$2,000
Full Baths Total **1**
Competing Written Offers **No**
Sale Factors **Arms Length**
Cash Offer at Acceptance **No**
Status **Sold**
List Price **\$215,000**
Financing at Closing **Conventional**
Sold Price **\$215,000**



Address **4314 Nakoma Road**
Location **MADISON - C W12**
Price **\$220,000**
Bedrooms **2**
Finished SqFt **849**
Full Baths Total **1**
Competing Written Offers **Yes**
Sale Factors **Arms Length**
Cash Offer at Acceptance **Yes**
Status **Sold**
List Price **\$200,000**
Financing at Closing **Cash** \$20,000 over list price
Sold Price **\$220,000**



Address **1908 Danbury Street**
Location **MADISON - C W10**
List Price **\$270,000**
Sold Price **\$267,500** Typical monthly payment would be \$2,200
Bedrooms **2**
Finished SqFt **748**
Full Baths **1**
1/2 Baths **0**

No basement, no garage, investor purchased



Address **4223 Beverly Road**
Location **MADISON - C W10**
List Price **\$280,000**
Sold Price **\$301,000** \$21,000 over list price
Bedrooms **2**
Finished SqFt **1,155**
Full Baths **1**
1/2 Baths **1** Typical monthly payment would be \$2,500



Address **2114 Seminole Hwy**
Location **MADISON - C W10**
List Price **\$300,000**
Sold Price **\$308,725**
Bedrooms **4**
Finished SqFt **1,622**
Full Baths **1**
1/2 Baths **1**

Typical monthly payment
would be \$2,500

\$8,750 over list price



Address **4346 DeVolis Parkway**
Location **MADISON - C W10**
List Price **\$325,000**
Sold Price **\$312,500**
Bedrooms **2**
Finished SqFt **941**
Full Baths **1**
1/2 Baths **0**

Typical monthly payment
would be \$2,500



Address **1906 Seminole Highway**
Location **MADISON - C W10**
List Price **\$299,900**
Sold Price **\$315,000**
Bedrooms **3**
Finished SqFt **1,056**
Full Baths **1**
1/2 Baths **0**

Typical monthly payment
would be \$2,500

\$15,000 over list price



Address **4357 Devolis Parkway**
Location **MADISON - C W10**
List Price **\$315,000**
Sold Price **\$325,000**
Bedrooms **3**
Finished SqFt **1,451**
Full Baths **1**
1/2 Baths **0**

Typical monthly payment
would be \$2,600

\$10,000 over list price



Address **2302 Danbury Street**
Location **MADISON - C W10**
List Price **\$325,000**
Sold Price **\$325,000**
Bedrooms **4**
Finished SqFt **1,504**
Full Baths **1**
1/2 Baths **1**

Typical monthly payment
would be \$2,600



Move-in ready 3 bed/1 bath

Address **4342 Crawford Drive**
Location **MADISON - C W10**
List Price **\$335,000**
Sold Price **\$345,000**
Bedrooms **3**
Finished SqFt **1,286**
Full Baths **1**
1/2 Baths **0**

Typical monthly payment
would be \$2,800

\$10,000 over list price



Address **4326 De Volis Parkway**
Location **MADISON - C W10**
List Price **\$325,000**
Sold Price **\$346,000** \$21,000 over list price
Bedrooms **2**
Finished SqFt **896**
Full Baths **1**
1/2 Baths **0**
Typical monthly payment would be \$2,800

Address **4234 Doncaster Drive**
Location **MADISON - C W10**
List Price **\$389,000**
Sold Price
Bedrooms **2**
Finished SqFt **1,120**
Full Baths **1**
1/2 Baths **0**
Typical monthly payment would be \$3,100



Address **1221 Seminole Highway**
Location **MADISON - C W12**
List Price **\$300,000**
Sold Price **\$406,000**
Bedrooms **4**
Finished SqFt **2,184**
Full Baths **1**
1/2 Baths **1**
Typical monthly payment would be \$3,300

\$106,000 over list price



Address **4509 Windigo Trail**
Location **MADISON - C W10**
List Price **\$389,900**
Sold Price **\$413,000** \$23,100 over list price
Bedrooms **3**
Finished SqFt **1,350**
Full Baths **1**
1/2 Baths **1**
Typical monthly payment would be \$3,300



Address **4269 Doncaster Drive**
Location **MADISON - C W10**
List Price **\$399,900**
Sold Price **\$431,000** \$31,100 over list price
Bedrooms **3**
Finished SqFt **1,200**
Full Baths **2**
1/2 Baths **0**
Typical monthly payment would be \$3,300

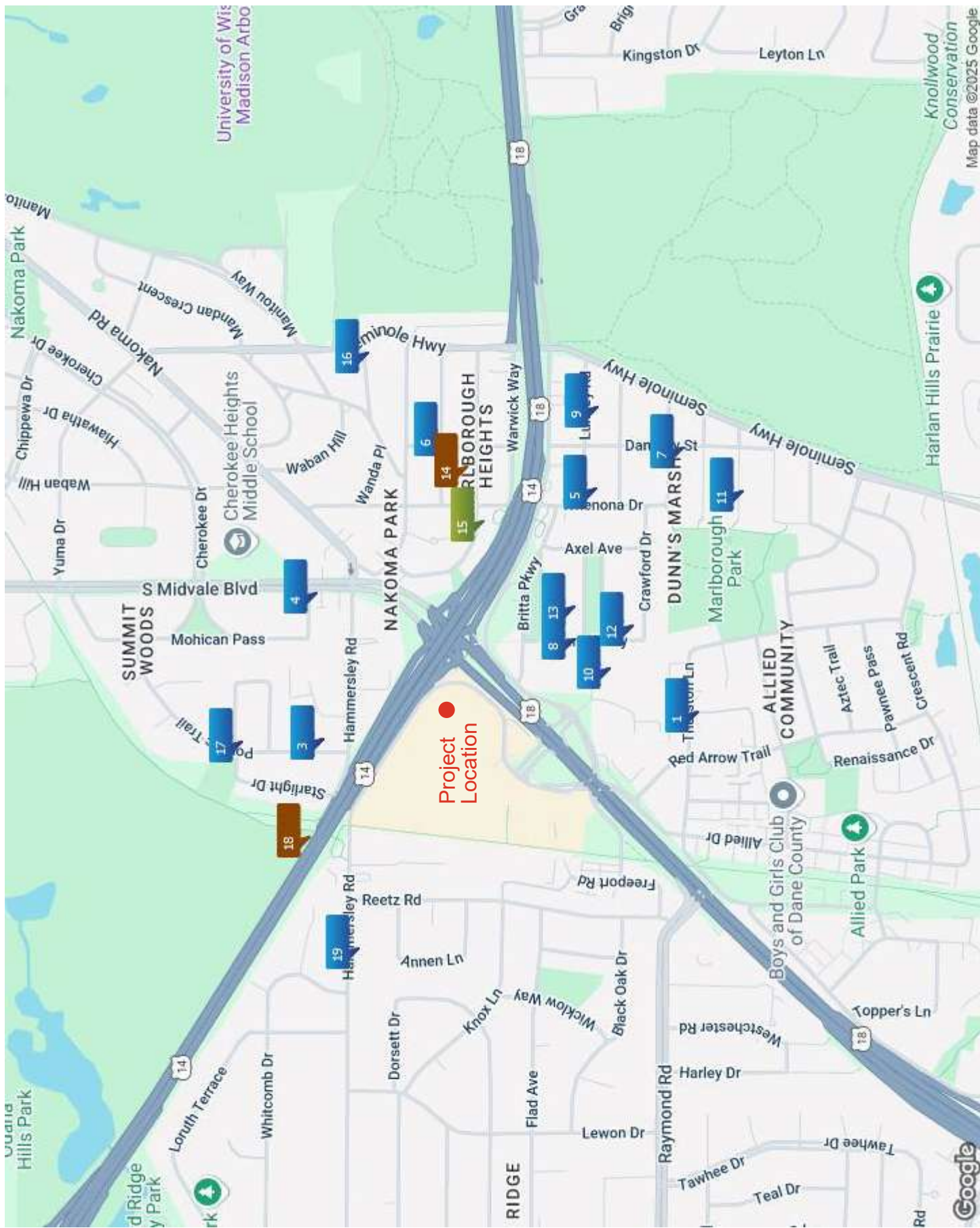


Address **1118 Starlight Drive**
Location **MADISON - C W10**
List Price **\$449,900**
Sold Price
Bedrooms **4**
Finished SqFt **1,836**
Full Baths **2**
1/2 Baths **0**
Typical monthly payment would be \$3,600



Address **4911 Hammersley Road**
Location **MADISON C W10**
List Price **\$599,000**
Sold Price **\$616,000** \$16,100 over list price
Bedrooms **4**
Finished SqFt **2,372**
Full Baths **2**
1/2 Baths **1**

Typical monthly payment
would be \$4,800



From: [Mary Pfister](#)
To: [Plan Commission Comments](#)
Subject: Verona Road apartment development
Date: Friday, June 20, 2025 11:39:14 AM

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I want to provide the commission with some additional information from the DOT about plans for the intersection where this apartment is planned to be built. These factors **MUST** be considered prior to approving the building, the City of Madison did not include this in their write up. This information came directly from the DOT.

I reached out to the DOT about this interchange and the future plans, given that the traffic at this interchange has increased greatly in the last 5 years. While they **currently do not** have any plans for land acquisition for this site, the State **has just begun the planning for the next phase for 18/151-12/14** interchange. This will take a number of years to complete.

The DOT says in looking at this interchange their goal is to get the exits to be free flowing, so the traffic doesn't back up on the beltline. Some of the things they are considering (even for a temporary solution some of these are on the table) - adding a lane(s), moving some of the **local traffic off the exit onto the frontage road** (he even said they are aware of the increase of traffic that would put at that location), raising or tunneling the exits. All of these solutions will eventually mean the State will need to acquire land - and that land is going to come from the exact location Lincoln Ave wants to build. The DOT indicated that since the study just started, it could be 5 years before they have the full plan, since they have to do all kinds of environmental, traffic, funding and neighborhood studies prior to completing a plan.

In addition, the last phase of improvements (completed in 2019) was projected to support the traffic needs until **2030**. However, he indicated that the **traffic flow already exceeds the projected 2030 numbers NOW**. He indicated that he only sees the number of cars increasing annually due to all the growth in Belleville/Verona/Mt. Horeb/and beyond. Given there is no regional transportation model and no plans by the city to build single family homes (mayor and council LOVE apartments), it means that the traffic will indeed only increase through this interchange, meaning that intersection will see **300K cars** in the next few years.

Building residential housing at this location is not just unwise, it is **Dangerous**. The traffic flow on the frontage road is already very high, and travels at higher speeds than

safe for pedestrians. Not to mention that proposed apartment sits on a blind curve. If the State moves local traffic off the beltline onto that frontage road (even as a temporary solution) volume could increase 10 fold, right in front of the building. Not to mention the increased airborne pollution and noise that will come with that volume of traffic. Just because the State doesn't have a firm plan now, does not mean you should not consider the future DOT needs. Traffic and noise are only going to get worse at this site, not BETTER.

This site is not suitable for residential housing - PERIOD. What is worse, the Planning Commission and City of Madison are telling the lessor among us, this is the BEST they will do for them. It is cruel and inhumane to approve this site.

Thank you. Mary Pfister

From: [Punt, Colin](#)
To: [Plan Commission Comments](#)
Subject: FW: 4506-4514 Verona Rd
Date: Friday, June 20, 2025 8:10:39 AM

Colin Punt, AICP (he, him, his)
Planner - City of Madison Planning Division
cpunt@cityofmadison.com | 608.243.0455

From: Justin Rundle <jdrundle926@gmail.com>
Sent: Wednesday, June 18, 2025 7:10 PM
To: Punt, Colin <CPunt@cityofmadison.com>
Subject: 4506-4514 Verona Rd

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Hello Colin - I wanted to share a few thoughts on the 4506-4514 development proposal.

If the project moves forward, I encourage the developer to include as much landscaping, and trees as possible. If you look at this area via satellite view on Google Maps...you'll see this location is a concrete jungle. It would be nice if any new development can incorporate as many greenspace features of nearby neighborhoods as possible.

I also encourage the developer to incorporate brick into higher floors of the development. It is true there have been many residential developments along the beltline in recent years. It's just pleasant to the eye as you travel along to see brick buildings, rather than siding.

Thanks for considering,
Justin Rundle