

From: [T Christopher Hacker](#)
To: [Plan Commission Comments](#); [Foster, Grant](#)
Subject: Amended CGR Proposal Feedback - 10/5/20 PC Meeting
Date: Sunday, October 4, 2020 9:40:20 AM

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

To whom this concerns,

In consideration of the cottage grove rd redevelopment proposal.

My Lake Edge Neighborhood family is concerned with the lack of walkable and affordable commercial space and neighborhood amenity as designed in the proposal.

LIVE WORK SPACE

Our fear is that the builder/developer has created “live/work” space to trick the community and committee into believing that people and families will be enjoying some vibrant array of shops.

In truth, those square footages & their awkward accessibility will not provide the space nor functionality for most businesses, and especially not for walk up, walk-in type business that could handle 2 neighborhood’s worth of activity.

ACTIVITY/FITNESS CENTER

The “activities center” is not a draw to the community unless run by a local business. If it is in reality an “open to the public” fitness center for the building, it is likely some weights and a few treadmills ultimately designed as a draw to families from within the building. The expectation this will serve our community is far fetched, especially considering there’s an affordable Ymca a block down the road which exists as a real activities center, w/ community outreach, family care, one which maintains a daily schedule of programming for all ages and abilities.

IN GENERAL

We need the infill of affordable housing in our city and this is a perfect place. But we also need the foresight to consider how we LIVE in the areas of housing we create. This plan seems to go against every “vision” I’ve seen from any planning committee.

If we had our wish, we’d see a Trader Joe’s or some other walkable grocery. This would provide a daily use destination, it would serve neighborhoods and the building and provide then considerable foot traffic for other businesses to thrive. These plans don’t provide space for any real anchoring business now or in the future.

The Anchor business CANNOT be but 1 food fight restaurant with nothing else around. And as is clear, a library amidst and pandemic and soaring rent might also not make a good enough anchor.

It is inequitable and against our plans for universal accessibility, (and frankly a disaster and mockery of your consideration), to believe a developer when they tell you people don’t want to walk to accomplish their errands anymore. You are the gate keepers of your children’s futures in this city.

The argument I heard was that there is not want nor density to support commercial spaces. But we’ve had both here for decades. And if it were “density first”,... what then? You’ve designed in the density with nowhere for commercial life support. Another big block desert .

A builder is only ever going to build the building, one they can sell easily. We ask you to build the city, and keep the vision intact doing it.

It's our hope that we do not approve this scope as is revised, without additional revision to create considerably more affordable commercial space.

Thank you and be well!

Chris Hacker
100 Davies Street
Lake Edge, Madison, WI 53716

From: [Suzanne Harp](#)
To: [Plan Commission Comments](#); [Foster, Grant](#)
Subject: Amended CGR Proposal Feedback - 10/5/20 PC Meeting
Date: Saturday, October 3, 2020 10:18:32 AM

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Hello!

I am apposed to this new proposal. We already have a fitness center within a three block walking distance to the proposed new site. We don't need another one! What we NEED is a hardware store.

Thanks for considering my opinion...

*Suzanne Harp
Artist-Maker
Pronouns: She/Her
303 E Dean Ave
Madison*

From: [Kathy Johnson](#)
To: [Plan Commission Comments](#)
Subject: Cottage Grove redesign of development proposal
Date: Saturday, October 3, 2020 11:25:00 AM

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I started a nonprofit in 2015, the goal of which was to provide a gallery and studio space for individuals who are disadvantaged, like those with disabilities, foster kids and people without the income to support themselves. I paid for supplies and then sold the artist's creations, returning 70% to the artist. Sadly, I could not afford the rent in a building with bus service to continue the gallery/studio. Neighborhoods need space for these types of activities. After school classes, a place to bring the family, the materials to be creative, a place to earn extra money. I agree with Alder Foster that the neighborhoods in this area do not need more high end rentals that exclude the very people who built these neighborhoods. I have lived in Lake Edge for 38years and do not understand why I should have to move to live and work in the same area. Nor why others who already live here must "deal" with the invasion of greed into our neighborhoods. Think INCLUSION instead of exclusion. Diversity makes us stronger but it must be meaningful diversity.

Thank you,
Kathleen Johnson

From: [Pat Malcolm](#)
To: [Plan Commission Comments](#); [Foster, Grant](#)
Subject: Amended CGR Proposal Feedback - 10/5/20 PC Meeting
Date: Sunday, October 4, 2020 11:10:09 PM

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Members of the Planning Commission

Re: 209 Cottage Grove Rd Redevelopment Proposal
Agenda Items 7-10

Please accept my comments in opposition to reconsideration of this project, and if reconsidered, in objection to rezoning, demolition and construction of the project.

<!--[if !supportLists]-->1. <!--[endif]-->Zoning—Maintain Neighborhood Mixed Use to keep this a neighborhood with supportive services. This use make the most sense given the traffic congestion already experienced at the existing traffic light. It would also best help foster the smaller businesses and housing mix the neighborhood needs. It also recognizes that development needs to rely upon the retail-housing mix appropriate for this area of small lot sizes for development.

<!--[if !supportLists]-->2. <!--[endif]-->Transportation and Parking—The proposed development is intended as an all-commuter building whose residents will rely on their vehicles. It includes a single two-level underground parking garage offering a single space per unit and fewer than 40 outside parking spaces. There is a single point of egress from the underground parking garage, which can be anticipated to send a high volume of traffic directly into what is already a rush hour nightmare within the first block from the light. The only thing that makes current daytime traffic in the area bearable is the use of dedicated right and left turn signals at each of the three corners, but with wait times increasing considerably it is only to be expected that local streets will bear more of the burden than they are designed for. These streets will certainly also be required to absorb overflow parking for 2-car apartments and visitors, and they are hardly suited to do so. This is a quiet neighborhood of narrow streets and tiny lots

too small even for the addition of sidewalks. Since no alternate modes of transportation are considered useful by this proposal, I will offer no comment, but in general without transit development this neighborhood cannot bear much density.

3. **Building Size**—This development fills up the available lot size, which is small, and rather than making the most of the space it pushes the limits by going up. Given the close proximity to the small apartment buildings to the south, four stories are far too tall, especially for the garden apartments at ground level. Ideally setbacks would be comprised of a four-story fronting the road with a three-story behind, but the lot is too narrow. There is proposed a single four-story height with just a 13'8" setback to the south away from the road. Those small buildings will live in shade.

4. **Lack of Retail**—This was a major sticking point in the original proposal, and while this revision provides what are being called work live spaces, pardon my skepticism. Even if every one of the designated spaces resulted in a business use, as long as the use would depend on the developer's good will as opposed to strictly financial considerations—say, the first available renter—I believe space labeled flexible would soon become residential. I also question what provisions would be made up front, during development, to ensure ADA access to these spaces should they be used for business purposes, since the building lot rests above the sidewalk and each unit would be accessed by a flight of stairs. Are there enough handicapped parking spaces? I believe I saw just 2 in surface parking for each of the two buildings in the development.

Madison has always been known first for its quality of life, and the City Plan and neighborhood plans seem to reflect that this is still a priority. Certainly there is a place for development of buildings of this size, and larger, but the Plans make abundantly clear that incremental building sizes are what make for good neighborhoods. A transportation mix is a big part of the equation as well, and vital if we recognize the limitations of a city constrained by a central isthmus and all those lakes, wetlands and streams. Good planning is one part of

managing growth, but if Madison is expected to grow as quickly as I hear is projected the key will be to follow the Plan. Keep smaller lots in neighborhoods like mine small to encourage mixed housing and more small housing entrepreneurs. Please don't go from tiny houses to apartments that tower over them, plowing under neighborhood businesses along the way.

Thank you.

A. Pat Malcolm

206 Davidson St., Apt. 2
Madison

Pmalcpoet@gmail.com

Sent from my iPad

From: [Melanie Sard](#)
To: [Plan Commission Comments](#); [Foster, Grant](#)
Subject: CGR redevelopment proposal
Date: Sunday, October 4, 2020 1:51:37 PM

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Hi, I'd like to share my opinions about the developmental proposal at Cottage Grove & Monona drive. As a resident of this neighborhood, I support new development of this space to meet Madison's growing housing needs. However, I agree with Alder Foster that the proposal as it stands does not promote a truly mixed use neighborhood with a mix of housing types. I am glad about the additional commercial space and coworking/fitness area, but again I agree that these are not necessarily going to be sufficient to integrate this space into the neighborhood. I would like to see the affordability of both the commercial space, and the housing units, be prioritized as this plan moves forward.

Sincerely,
Melanie Sard
4029 Rockwell Dr
Madison WI 53714

From: [Yvonne Subak](#)
To: [Plan Commission Comments](#)
Subject: Cottage Grove Project
Date: Saturday, October 3, 2020 10:18:34 AM

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Hi, the project should have very little commercial space, with the empty space across the street, and down the street, need to be filled . We also should support businesses that are already open, we do not need more retail space, it makes zero sense, since this is not how people shop now are going forward, thank you, Doug

Doug Subak

608-359-1053

Doug.Subak@kellogg.com

Kellogg Sales Representative

" Game Changer"

From: [Catherine Lamb](#)
To: [Plan Commission Comments](#)
Subject: Proposed CG Development
Date: Monday, October 5, 2020 4:16:41 PM
Attachments: [PastedGraphic-1.tiff](#)
[PastedGraphic-2.tiff](#)
[PastedGraphic-3.tiff](#)

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Hello

These pictures are taken from the Cottage_Grove_Road_Activity_Centers_Plan100517. As depicted, the long range plan is to place more multi-unit housing at the intersection of Cottage Grove Road and Monona Drive. In time, this plan displaces the existing businesses.

If the proposed multi-unit housing development at 109 and 209 Cottage Grove Rd is approved, the entire intersection at Cottage Grove Road and Monona Dr will become multiunit housing... a big block of buildings with very little green space. I believe it would be architecturally displeasing and ADD to the runoff and pollution of Lake Monona.

Most importantly, I object to the future traffic issues. At this time, the Cottage Grove Rd and Monona Dr intersection is already congested. Due to the proximity of Lake Monona and the absence of streets intersecting these major streets, there are only 2 ways for ingress and egress. The development at 109 and 209 has a similar configuration. **At both locations, the ALL driveways exit onto Cottage Grove Road and Monona Dr.**

The plan addresses additional walking and bike paths. I can not see how these will offset the number of vehicles associated with the multiunit housing as visualized for the future.

In advance, thanks you for consideration of my comments. Catherine Lamb, 3837 Monona Drive, Monona WI

From: [brenna.holzhauer](#)
To: [Plan Commission Comments](#)
Subject: Cottage Grove Road Redevelopment Proposal
Date: Monday, October 5, 2020 2:11:18 PM

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Dear members of the Plan Commission,

I'm unable to attend the public hearing this evening, and I'm writing to submit a comment in regards to the redevelopment proposed at the corner of Cottage Grove Road and Monona Drive. As a resident of the Lake Edge neighborhood, I would like to advocate for continued mixed-use redevelopment and accessible retail along the Cottage Grove corridor. Walkability to resources necessary for daily living and quality of life are extremely important to my family and our neighbors, constituted largely of families with babies or young children. This includes sidewalks, bike lanes, green space and public access to retail. The updated proposal is an improvement on the original, but a fitness center and coworking space have the potential to be exclusive and inaccessible to all members of the public. In addition, there are already a library and a fitness center within a few blocks of this building, which could be used by members of the public, as well as residents of the new building. We ask that more emphasis be placed on maintaining/increasing space for family-friendly retail, which would allow for more diversity of local offerings, such as grocery, markets, restaurants, bakery, art/craft supplies, hardware, or kid-friendly merchandise or activities.

Thank you,
Brenna Holzhauer
405 Bowman Ave

From: [John Martens](#)
To: [Plan Commission Comments](#); [Foster, Grant](#); [ajstatz2@madison.k12.wi.us](#); [bacantrell@charter.net](#); [erics@cows.org](#); [Heck, Patrick](#); [jshagenow@yahoo.com](#); [klanespencer@uwalumni.com](#); [ledell.zellers@gmail.com](#); [Lemmer, Lindsay](#); [nicole.solheim@gmail.com](#); [Rummel, Marsha](#)
Subject: Amended CGR Proposal Feedback - 10/5/20 PC Meeting
Date: Monday, October 5, 2020 1:41:47 PM
Attachments: [CGR Alternate Design Option.pdf](#)

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Commissioners,

As a 39-year resident of the Lake Edge Neighborhood with a background in architecture and city planning I have taken a keen interest in the "Atwood Activity Center." Please see my attached comments on the Cottage Grove Road Alternate Design Option to be heard at tonight's meeting.

Thanks,
John Martens

October 5, 2020

Commissioners,

I've lived in the Lake Edge neighborhood for 39 years. For all of those years the Cottage Grove corridor between Monona Drive and Dempsey Avenue has been our local downtown. We could walk to the library, pick up a prescription next door, stop across the street and get some nuts and bolts, go a couple doors down to order a pizza, and while waiting for the pizza browse through the secondhand store. And somewhere along the way we would probably run into a neighbor and chat for a while or pause and have a coffee or a beer.

In the meantime extensive studies were being done by our city to update our Comprehensive Plan. One of the results was the designation of this area as the "Cottage Grove Activity Center." These local centers that had evolved on their own were not only recognized as valuable assets, but understood as essential for the future development of our city now as it responds to changing social conditions.

Through a thoughtful City/neighborhood process we managed to achieve a unique anchor development at the corner of Dempsey and Cottage Grove Roads that is now highly beneficial to both the developer and the neighborhood. Monona Drive, the other bookend of this critical corridor also deserves something special.

The current proposal is fine in and of itself. Very similar successful developments are popping up in different contexts all over Madison. But this is not a location for a proven one-size-fits-all solution. The intersection of Cottage Grove and Monona Drive is unique and demands a unique solution.

In the course of the current approval process we've seen improvement from the first proposal to the current "Alternate Design Option", but we're not there yet. The amount of *genuine public access space* in the current proposal needs to be vastly expanded to reach the critical mass needed to become a true Activity Center.

It is in your power to help make this corridor into a shining example of 21st Century human-scale living within a larger urban setting. Please send this proposal back to the drawing board. Please give the developer an opportunity to raise the quality of the *whole region* while also providing this growing vibrant neighborhood a reason to walk over to Cottage Grove Road and engage even more as the community that we really are.

Respectfully,
John Martens
4118 Hegg Avenue

October 5, 2020

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Respectfully,
John Martens
4118 Hegg Avenue



September 27th 2020

Midwest Commercial Real Estate, LLC
2935 S. Fish Hatchery Road, #123
Fitchburg, WI 53711

To: Mr. Tim Parks, Planning Director, City of Madison
From: Richard D Stern, former owner 209 Cottage Grove Road, Madison, WI

Hi Tim,

As you may know, I owned the majority share of the retail shopping center at 209 Cottage Grove Road. I have also represented the present owner as a retail leasing agent. I have no active relationship with the seller or developer at this time.

It is my professional opinion that this center has outlived its useful life as a retail center. The highest and best use of this corner is now as a residential building with very little to no retail component. My associates and I have attempted to re-lease the space to ACE hardware and other retail users. The only takers we had were local retailers without adequate funding, or users on a temporary basis such as the library. They have obviously now abandoned this location for a newer facility.

The multitude of prospects I showed the site to have said the layouts do not conform to the newer retail centers. Most users are looking for approximately 1800 square feet of retail with delivery access to the back of the building and small overhead doors. They also want premium locations with higher traffic counts and traffic accessibility. Larger users including Dorn Hardware would not lease the property at that location because of competition from large retail boxes such as Farm and Fleet, Menards and Home Depot. As the leasing agent, I had spoken with Tom Dorn a number of times. As we reduced the asking rents, I again reached out to him in an attempt to woo him to the center. Eventually he stated, "I WOULD NOT RENT THE CENTER AT ANY PRICE!" This is consistent with the response from ACE Hardware owners and corporation who would not renew their lease even at the very low rate we offered them.

Therefore, I register for the Plan Commission Meeting in favor of Joe Krupp's redevelopment project. I am available and would be willing to speak publicly about my experiences trying to lease this retail space over the last twelve years

Sincerely,

Richard Stern, Broker
Midwest Commercial Real Estate, LLC