

**From:** [Dan Seibel](#)  
**To:** [Urban Design Comments](#)  
**Cc:** [Randy Goll](#); [Wu, Carlos @ Milwaukee](#); [Stefanich, Andrew @ Milwaukee](#)  
**Subject:** Central at the Forge/Item 88916  
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All: We are the new owners of the former Oscar Mayer facility consisting of approximately 50 acres. We are not the owners of the 3-acre parcel in front of our parcels which was a former parking lot of the Oscar Mayer facility. We just acquired our parcels at the beginning of June. Our concern with the proposed “Forge” is as follows below.

The proposed development has not been coordinated on design and aesthetics as it relates to our much larger redevelopment. This risks creating a disjointed and non-cohesive design.

The hard corner where the Forge is proposed is better suited for more retail with sufficient parking to accommodate real and better retail for the neighborhood.

A five-story building with no “breaks” to create site lines to the remaining larger parcels significantly diminishes visibility and the ability to attract retail and more attractive residential.

If the City of Madison and the neighborhood wants to see the former Oscar Mayer facility revitalized, the Forge development needs to coordinate with the new owners of the Oscar Mayer facility and the city of Madison to create a design that is good for everyone, including the neighborhood and the city. This is a classic example of putting the cart before the horse. Not to mention allowing a design and development on the easiest 3-acre parcel to develop that jeopardized the rest of the entire site.

Thanks for your consideration.

Dan Seibel

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