

From: jackie or mike [REDACTED]
Sent: Friday, August 21, 2015 12:07 PM
To: Fruhling, William
Cc: diane Calhoun
Subject: PDQ Proposal (and other proposals)

Open letter to: City of Madison Urban Design and Planning Commissions

Had people with a good knowledge of the Hawthorne neighborhood, and the work done by the four neighborhoods to formulate an overall plan to improve these neighborhoods, they would have known that a 24 hour gas station was not going to be an acceptable use for this property. Being in Urban Design District 5, the Planning Department assisted us in doing a plan that was adopted in 2001 by the Mayor and the Common Council. Any PDQ proposals severely threaten the well being of our neighborhood! Our little neighborhood behind the 'Prime Quarter' has 45 homes of which 6 are 2-flats, 3 are duplexes, and 36 single family homes of which 15 are within 100 feet of the 'Prime Quarter' property line, which of course would become the 'PDQ'. Not only have we had to put up with 'Visions' nightclub with it's parking and other problems, we have had to put up with the nefarious 'Spence Motel'. The slum-like conditions across from the motel have improved because the city has gotten a fairly responsible owner to fix things up. There are 5 short streets behind the 'Prime Quarter' , they being Rowland, Schmedeman, Reindahl, Ridgeway, and Graceland. All are unimproved, thus they are not in good enough condition to handle the obvious increase in traffic anticipated by a 24 hour gas station operation! A friend who is in the gas and oil business told my wife and I that in order for a station of this size to make a profit, they would need to attract 2000 to 3000 cars per day, with most of the traffic coming between 11:00 P.M. and 3:00 A.M.. He said that gridlock could be expected every day, especially during the rush hours! A traffic count done on Schmedeman last September, 2014 showed a count of 554 vehicles during a noon to noon period. Schmedeman Ave. being the main ingress/egress street to our neighborhood, and also the "shortcut" to the Truax Apartment complex is a worry to all of us. It shouldn't take a "rocket scientist" to envision the problems we will have with an improper use of the 'Prime Quarter' property. Having lived on Ridgeway Avenue since 1962, and being a longtime neighborhood activist along with serving as it's Alderman for 20 years, I can truly say that the PDQ proposal , and any other revisions similar to it are the worst that I have ever seen! An Alderman who is strongly supportive of his or her neighborhoods should oppose the PDQ' plan or plans!.

S. Michael Shivers

cc: Attorney Jeff Scott Olson, with attachments