

## Hoadley, Amanda

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**From:** Thomas Payton <tompay@ymail.com>  
**Sent:** Sunday, November 16, 2025 9:30 PM  
**To:** housingpolicy  
**Subject:** Housing policy

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To what extent is the constant push to create a more dense urban area simply an attempt to raise more tax revenue and push back on the attractiveness of surrounding communities population growth and liability in completion for tax revenue.

[Yahoo Mail: Search, Organize, Conquer](#)

## Hoadley, Amanda

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**From:** Ben Noffke <bnoffke3790@gmail.com>  
**Sent:** Tuesday, November 18, 2025 3:45 PM  
**To:** housingpolicy  
**Subject:** Oppose Amendment for Conditional Use for Hill Farms Historic District

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Housing Policy Commission,

As a district 11 resident, I'm writing to oppose the amendment discussed in slides 24 and 25 ([this presentation](#)) to make 3-4 units in the TOD overlay require conditional use approval instead of being permitted in the Hill Farms Historic district.

I don't think this missing middle type of housing jeopardizes the historical character of the neighborhood and it's critical that we can provide housing adjacent to BRT lines. Requiring conditional use in this location will inevitably block housing here as it increases the time to approval. Please consider rejecting this amendment so we can be consistent and make steady progress on applying common sense reforms.

Thanks for your consideration,  
Ben Noffke

## Hoadley, Amanda

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**From:** Jeremiah Schwersenska <jeremiah.schwersenska@midwesternwheels.com>  
**Sent:** Tuesday, November 18, 2025 4:20 PM  
**To:** housingpolicy  
**Cc:** Caed Budris; Joe Bartol; Bill Wallschlaeger  
**Subject:** Statement for Midwestern Wheels for agenda item 90552 TOD Amendment  
**Attachments:** Statement for Midwestern Wheels.pdf

You don't often get email from jeremiah.schwersenska@midwesternwheels.com. [Learn why this is important](#)

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Good afternoon,

Please see attached statement for tonight's meeting regarding agenda item, 90552 TOD amendment.

Thank you,

**Jeremiah Schwersenska | General Manager**

O: 920-931-0623 | C: 920-428-6200

2350 N Casaloma Drive Ste 202 | P.O. Box 1935 | Appleton, WI 54912

Avis & Budget Licensee





Est. 1958

# Midwestern Wheels, Inc.

Midwestern Wheels, Inc. is a family-owned car rental business that has been operating since 1958. We own and operate Avis and Budget Car Rental franchises in Wisconsin.

Throughout all of our locations, we operate a fleet of approximately 1,200 cars. While the primary focus of our business is renting cars, we also sell the cars from our fleet after they have been in service for between 12 and 30 months. We have been providing vehicle rental services to the traveling public that arrive through Dane County Regional Airport and to the local community since the early 1970's.

In 2023, we began planning the addition of a new Madison location, which would serve as the headquarters of our Madison operations. We planned to include retail sales at this location. We do not have retail sales at either of our other Madison locations, because they are too small.

The site of the new location is 3203 Packers Ave, which was originally zoned Planned Mobile Home Park (PMHP). The developer applied for a zoning map amendment to rezone the property as Suburban Employment (SE), and we applied for a conditional use permit, both of which were approved.

On August 21 of this year while construction on the new location was nearing completion, we contacted the City of Madison's Zoning Department about obtaining approval from the City for a dealer's license. On September 11, the Zoning Department replied to our inquiry informing us that auto sales are not allowed in the SE district. This was a surprise to us. In our letter of intent that accompanied our CUP application, we expressed our intent to engage in auto sales and auto rental at the property. Consequently, we believed our conditional use permit enabled us to do both.

On October 6, we contacted Assistant Zoning Administrator Jenny Kirchgatter who oversaw the rezoning of the property. Ms. Kirchgatter confirmed that auto sales were not a permitted use in SE and informed us that we would have to apply for a new zoning map amendment. Ms. Kirchgatter and Zoning Administrator Katie Bannon were not available for a pre-application meeting until the second week of November. We met with them on November 14. At the meeting, they told us about the proposed amendment to the Transit Oriented Development (TOD) Overlay District, prohibiting auto sales and rentals as a principal use.

Selling our used cars is a vital part of our business. Additionally, it provides a benefit to the public, allowing them to purchase well-maintained, used cars at reasonable prices. Unfortunately, because we mistakenly applied to rezone the property as SE, which permits auto rental but not auto sales, the draft amendment to the TOD Overlay District will prevent us from conducting retail car sales at our Packers Avenue location.



Licensee

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Licensee

We understand that the draft amendment aims to prevent the establishment of new auto sales and rental businesses in the TOD Overlay District while allowing existing businesses to continue operating. Midwestern Wheels does not oppose this goal; however, an unintended side effect of the draft amendment will be to prevent Midwestern Wheels from conducting retail auto sales that are incidental to its auto rental business. Midwestern Wheels asks this committee to work with us to avoid this effect on our business.

Respectfully,



Jeremiah Schwersenska

General Manager

Midwestern Wheels Inc.