

From: Mary Pustejovsky <darktownstrutter@gmail.com>
Sent: Friday, February 11, 2022 10:02 AM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: Speedway project feedback

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Hi Kevin

I wanted to provide my feedback on the 3734 Speedway project. I am excited to hear about this project and the opportunity for more housing in our city. As you know, there are significant challenges to housing vacancy (less than 4.8% at the last available data) in Madison, and I welcome the new units in an area that is where people can walk or bike to many things. I am particularly excited to see less parking than one space per unit. I know that structured parking is extremely expensive to provide, and offering less parking will ensure that the units are more affordable without subsidies. I worry that any decrease in the number of units or increase in parking will increase the cost of the units and make it less affordable to people who are looking for a place to live.

The only feedback I have for the developer is to ensure that the bicycle parking room has electric outlets, as there are many people who are considering electric bikes to replace car usage. I would also ask that the bicycle parking be secured (key card access etc) so that residents can be sure their bike will not be stolen.

I am excited to see that it will be energy efficient and offer electric vehicle charging for the residents. Multifamily housing already has low energy use due to shared walls etc, so this is very exciting. I'm also thrilled to see the use of heat pumps! We installed a ground source heat pump for our home, and we believe that heat pumps should be used for all new construction.

Thank you

Mary
Midvale Heights

From: [daniel guilfoil](#)
To: [Plan Commission Comments](#)
Subject: 3734 Speedway proposal
Date: Friday, March 18, 2022 9:10:54 AM

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Economic viability vs financial viability? Eliminate the parking spaces and offer transit incentives for tenants. E bikes, zip cars Metro passes etc. More living space without shadowing neighbors. This building would be higher than West High. Two stories is plenty. Underground fuel tanks were just removed. We don't need 24 more. This project could promote car free living community.

Thanks
Dan Guilfoil

From: [Kate Vieira](#)
To: [PLPCApplications](#)
Subject: 69786 --Feedback for Brandon Cook Speedway Development
Date: Thursday, March 17, 2022 5:24:54 PM

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Hi! I live on Larkin Street around the corner from the development.

I have followed the development plans and I also went to the meeting. I am a single mom, and my priorities are walkability and equity.

This property is not appropriate for mixed use zoning or for the walkability of the neighborhood outlined in the neighborhood plan because it only includes 800 square feet of retail and no parking for retail customers or employees. As a resident, I was originally told retail was not possible because Kwik Trip had put deed restrictions on the property. However, Kwik Trip rescinded the deed restrictions. Therefore it is possible to have more retail, which would fit better with the neighborhood plan and zoning. On that corner we have recently lost EVP, Kwik Trip, and the health food store where the yarn shop is now. I don't see any walkability or real mixed use anything in Brandon's plan.

I am in favor of population density and affordable housing to meet the housing crisis. As I wrote in my very first email to Alder Vidaver, please, more people! However, the plan does not include affordable housing. It should. And it should be built with walkability and environmental sustainability in mind, as outlined by the mixed use zoning and neighborhood plan. This is even more urgent since we are losing bus stops along Speedway.

Please build multi-family housing! But please do so in a thoughtful way.

I am concerned about this process because our neighborhood has not had transparent communication from the alder.

Alder Vidaver told me there could be no retail in the space because of deed restrictions. And then when the deed restrictions were lifted, she refused to speak with me on the phone and instead spoke to the papers about the need for housing. Then at a neighborhood association meeting, she said she was worried Brandon would lose money. And then even though we need affordable housing specifically, we were told at the community meeting affordable housing was out of the question because it would take time and loans (why is that impossible?). At the community meeting, we were also shown a slide with "BLIGHT" written across it--maybe to scare people? Noone wants the area *not* to be developed. What does any of this possibly mean? I am a single mom who cares about equity and walkability. Why is it necessary to mislead me?

In the meantime, a resident of the neighborhood went around emailing people (he used my name without my permission on the mailings), trying to scare people about multi-family housing--**when literally no one is afraid of multi-family housing**, except maybe for that guy.

It makes me want to move.

In any case, there are smart people in the city. Please figure out a way to make this affordable

to meet housing needs and also walkable, and please communicate with us in a transparent way. Both are important for our city.

Kate Vieira
321 Larkin St.

From: [Vidaver, Regina](#)
To: [Plan Commission Comments](#)
Subject: Fw: TheGreen: Q&A on the proposed Speedway development
Date: Thursday, March 17, 2022 5:34:51 PM

For legistar

Regina Vidaver
District 5 Alder

From: Jordy Jordahl <jordy@cjest.com>
Sent: Thursday, March 17, 2022 9:57 AM
To: Vidaver, Regina
Subject: Re: TheGreen: Q&A on the proposed Speedway development

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wow. very detailed. do you guys get some staff support for your roles on the council (i hope!)

I do think adding density in appropriate places is the only way we can meet goals of more housing and reducing urban sprawl. Maybe this will be a good project to help on that. Every proposal on University, Regent and Monroe Street all get hammered on density but that's the appropriate place for this in our community.

I think the answer you shared about the owner wanting to "proactively seek out renters who do not need parking" is pretty thin soup. it's hard to see that as less an answer than 'let's get the permit and hope it goes away'. I wish there was a better hook there so that the neighborhood doesn't have to basically pay the price for the unit not paying for additional parking for their tenants. Encourage you to seek to add more obligation on the proposer to meet a specific outcome not based on hope.

I am not a traffic engineer but it's hard to imagine that a vehicle entrance only on Speedway won't lead to accidents there on Speedway. Maybe this has been considered but I can just imagine the cars turning east on Speedway from a parking structure and getting clobbered by cars rushing though that corner from Mineral Point to Speedway especially in the morning or in the evening when traffic is heading in and out of central city. I encourage you to work with staff to make sure this is carefully considered - I don't know what to suggest. There are a lot of kids that come from Westmoreland to West High School every day through that section. (A different idea, but... is it possible at all to work with the cemetery to have a bike route through the cemetery on the east side of Speedway (on existing roads?) That path on Glenway just ends at the corner and it might be a safer route for bikers, walkers to not cross Mineral Point. And I know the Cemetery will probably oppose this which is kind of unfortunate - my parents and sister are buried there and walk there frequently and always enjoy seeing people walking, jogging or biking through this important part of the community.

Finally, I know this is more jargon but 'transit friendly development' is really important for Madison and even our neighborhood. Its' a two way street - the development needs to support good transit options (density and foot traffic) AND the transit system needs to meet these needs. Please continue to work with Madison metro to match these two goals.

best of luck on this.

Jordy Jordahl

On Wed, Mar 16, 2022 at 7:53 PM Vidaver, Regina <district5@cityofmadison.com> wrote:

Hello neighbors,

Thank you to everyone who came out in person for the second neighborhood meeting regarding the [proposed development](#) on Speedway Rd. It was lovely to get to meet so many of you in person and have such a lively discussion! The first neighborhood meeting was [recorded](#).

Below please find a Q&A regarding the proposal.

Q: What is this proposal?

A: This proposal is for a [mixed use development](#), including an 816 square foot commercial space, and 31 rental units. The rental units would be a mix of studios, one-bedrooms, and two-bedroom apartments, providing [much-needed housing](#) to the City. The plan includes 24 covered automobile parking stalls, with entrance and exit only off of Speedway Rd. Two surface spots are proposed for the commercial entity, which are also accessed from Speedway Rd. The building would be built on already developed land, demolishing the existing small structure on the site.

Q: What type of commercial tenant might there be?

A: Originally, the property was deed restricted to prevent the sale or service of food, coffee, alcohol, etc. Thanks to the intrepid work of a dedicated neighbor, those deed restrictions have been lifted, thus virtually any commercial tenant could be in the space. The developer will build the space to suit the commercial tenant.

Q: Will there be affordable housing?

A: The developer does not plan to offer affordable housing on this site. There are creative ways neighborhoods have chosen to make housing affordable, even when sites are not designated as such. Some examples include: Paying for security deposits, paying into a savings account, or “topping off” the rent for eligible families. These creative approaches could be implemented through partnerships with existing non-profit organizations.

Q: How will storm water on the site be managed?

A: The site will comply with [Madison’s ordinance](#) requiring storm water runoff mitigation.

Q: Why is the developer proposing more stories than are recommended in the [neighborhood plan](#)?

A: The [neighborhood plan](#) recommends a 2-story structure on the north side of the property, adjacent to existing single family homes, stepping up to a 3-story maximum height. The developer is proposing a 3-story structure, stepping up to 4-stories in the center of the mass.

The most expensive part of any development is the foundation. Once the foundation is laid, there is a greater return on investment for every story that can be built atop that. The costs of materials and labor have increased dramatically since [the plan](#) was developed in 2014, leading the developer to conclude the only financially feasible path is for a 3-4 story building.

Q: Couldn’t the developer just not build the 4th story, and charge more per rental unit?

A: [Market rate](#) for rentals is set by the market – what people are willing to pay, and what landlords are willing to accept. If the landlord requests a higher rate than market, he will likely not be able to fill the space, and therefore have a delayed return on investment, ultimately making the project not financially viable.

Q: Couldn’t the developer dig deeper for parking, thus allowing fewer floors above ground?

A: Digging deeper is significantly more expensive, and the turnaround required to maneuver cars around spirals reduces availability of land for parking. Thus, there is not a real gain in space for significant added expense.

Q: What traffic impacts might there be?

A: With a maximum of 26 cars able to enter and exit the building at any given time, the traffic volume will be far smaller than what was experienced when the site was a gas station. The primary difference is that the gas station

had entrances and exits on both Glenway St. and Speedway Rd., while this complex would have no entrance/exit on Glenway St. This may result in additional cars circling the block (Glenway St. to Hammersley Ave. to Speedway Rd., or Glenway St. to Hammersley Ave. to Waverly Pl. to Speedway Rd.) in order to enter with a right turn from Speedway into the complex. The City of Madison Traffic Engineering Department has reviewed the plans, and identified no concerns with this project.

Q: Won't the people who live in this unit need to park on the streets, since there are fewer parking spaces than units?

A: The developer will proactively seek out renters who do not need parking. Renters will not be eligible for [residential parking permits](#) in the area. If residents in the area would like to restrict parking on their block to residential permit parking only, 50% or more of the property owners on the block can [petition the city to restrict parking](#) to residents.

Q: If the residents in this complex are reliant on public transportation, isn't it a problem that the [Metro Transit Redesign](#) plan calls for rush-hour-only service along Mineral Point and Speedway?

A: Possibly. While most demand for bus use is during the morning and evening rush hours, people often work different shifts, or need access to appointments or shopping during the day. As a result of the *proposed* service change, the closest intersections with daily, all-day bus service would be on Regent Street at Speedway Road (0.7 miles away from the subject site), Midvale Boulevard at Mineral Point Road (0.6 miles away), or Monroe Street at Glenway Street (0.6 miles away).

It is important for Metro to hear from residents regarding their needs and desires for Metro service. Our dedicated neighborhood meeting is [March 22 at 6:00pm](#), and we invite everyone to share their perspectives on the proposed [Transit Redesign plan](#) there, or by taking [this survey](#).

Q: What effect on home re-sale values might there be?

A: The most significant impacts will be on the homes directly north of the site. These homes were purchased when the site was a functioning gas station, thus the residents purchased those homes knowing they would experience significant traffic, noise, and fumes from the adjacent property. While these impacts are now gone, a larger development would alter the southern view from these homes, and as the [shadow drawings](#) show, would result in significant shading in the winter. Other similar developments across the city have not resulted in lowered home sales; since the 2008 recession, all home sale prices in Madison have continued to increase.

Q: What impact will there be on the cell tower on the adjacent building?

A: The City would not regulate the impacts on that tower with respect to this proposed building, as it is considered a private matter. The FCC might have regulations the developer would have to comply with.

Q: What happens next?

A: The Plan Commission will be reviewing the conditional use and demolition permit requests associated with this proposal at their public meeting on [March 21 at 5:30pm](#). Residents are invited to [send additional comments](#) to the Plan Commission, or [register to speak](#).

Staff recommend you submit comments before the weekend, so they will be uploaded by the time the Plan Commissioners typically review the materials (in advance of the meeting). However, any and all comments received, at any point, will be added to the [public record](#) for this project.

Should you wish to speak at the meeting - be it in support, in opposition, or neither – you will have up to three (3) minutes to speak. (This does not include any subsequent Q & A with the Plan Commissioners). You also have the option of just registering (in support, in opposition, or neither) and/or being available to answer questions.

The Plan Commission's possible actions are:

- Place the requests on file without prejudice (i.e., reject the plan for the time being)

- Approve the proposal [and associated requests] as is
- Approve the proposal with additional conditions (i.e., changes, additions, etc.), or
- Refer the requests to a subsequent meeting.

Please note that the Plan Commission will consider the conditional use requests separately from the demolition permit request, meaning that the Plan Commission could hypothetically approve the demolition permit while denying/referring the conditional uses.

The Plan Commission meeting [agenda](#) will be posted online by Friday.

Q: What are the actual requests associated with this proposal that are being considered by the Plan Commission at their meeting on Monday, March 21?

A: The applicant is making three requests:

- 1) Consideration of a demolition permit to demolish a one-story commercial building;
- 2) Consideration of a conditional use to construct a mixed-use building with over 24 dwelling units in the Neighborhood Mixed-Use (NMX) District; and
- 3) Consideration of a conditional use for a building in the NMX District exceeding three stories and 40 feet in height.

Q: How does the Plan Commission make their decision? What is it based on?

A: The Plan Commission will need to find all of the approval standards – for Demolition Permits and Conditional Uses – met to approve the requests. These approval standards are listed below:

[28.185 - DEMOLITION PERMITS.](#)

[Standards of Approval \(28.185\(9\)\(c\).](#) The Plan Commission shall not approve an application for demolition or removal unless it finds that each of the following standards are met:

1. The applicant has included information related to any efforts to relocate the building, including but not limited to assessing the costs of relocation, the impact of relocation on city terrace trees, and the structural soundness of the building.
2. The applicant has received a Certificate of Appropriateness from the Landmarks Commission under MGO Secs. [41.09\(1\)\(c\)](#) and [41.12\(3\)](#), if applicable.
3. The applicant has received an approved reuse and recycling plan from the City Recycling Coordinator.
4. The Plan Commission has received and considered the report of the City's historic preservation planner regarding the historic value of the property as well as any report that may be submitted by the Landmarks Commission.
5. The Plan Commission has received and considered the report of the City Forester regarding the impact a proposed building relocation could have on City terrace trees, if applicable.
6. The Plan Commission shall consider the condition of the building or buildings proposed for demolition or removal. In order to find this standard met, the Plan Commission may consider a report of the Madison Fire Department, Police Department, and/or Building Inspection Division regarding the proposed demolition, including whether any evidence of a potential fire hazard, unlawful use of the property, public nuisance, or other public health and safety concern supports demolition or removal.
7. The Plan Commission shall consider the factors and information specified in items 1—6 and find that the proposed demolition or removal is consistent with the statement of purpose of this section (*see statement of purpose copied immediately below*) and with the health, prosperity, safety, and welfare of the City of Madison.

Statement of Purpose of the Demolition Section (28.185(1)): It is hereby declared as a matter of public policy that the careful consideration of requests to demolish or remove existing principal buildings is a public necessity and required in the interest of the health, prosperity, safety, and welfare of the people. The purpose of this section is therefore to ensure the preservation of historic buildings, encourage applicants to strongly consider relocating rather than demolishing existing buildings, aid in the implementation of adopted City plans, maximize the reuse or recycling of materials resulting from

a demolition, protect the public from potentially unsafe structures and public nuisances, and require the use of safe and orderly demolition or removal methods.

In order for the Plan Commission to ultimately approve the conditional use requests associated with this proposal, they must find all of the following standards met (Note: standards, 8, 10, 11, and 13-17 do not apply to this project):

[28.183 - CONDITIONAL USES.](#)

(6) Approval Standards.

(a) The City Plan Commission shall not approve a conditional use without due consideration of the recommendations in the City of Madison Comprehensive Plan and any applicable, neighborhood, neighborhood development, or special area plan, including design guidelines adopted as supplements to these plans. No application for a conditional use shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

1. The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.
2. The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.
3. The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.
4. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.
5. Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.
6. Measures, which may include transportation demand management (TDM) and participation in a transportation management association have been or will be taken to provide adequate ingress and egress, including all off-site improvements, so designed as to minimize traffic congestion and to ensure public safety and adequate traffic flow, both on-site and on the public streets.
7. The conditional use conforms to all applicable regulations of the district in which it is located.
8. When applying the above standards to an application by a community living arrangement, the Plan Commission shall:
 - a. Bear in mind the City's general intent to accommodate community living arrangements.
 - b. Exercise care to avoid an over-concentration of community living arrangements, which could create an institutional setting and seriously strain the existing social structure of a community. Considerations relevant for this determination are the distance between the proposed facility and other such facilities, the capacity of the proposed facility and the percentage by which the facility will increase the population of the community, the total capacity of all community living arrangements in the community, the impact on the community of other community living arrangements, the success or failure of integration into communities of other such facilities operated by the individual or group seeking approval, and the ability of the community to meet the special needs, if any, of the applicant facility.
9. When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation. (Am. by ORD-14-00030, 2-18-14)
10. When applying the above standards to an application for a reduction in off-street parking

requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by [Sec. 28.141](#). The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.

11. When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by [Sec. 28.143](#).

12. When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.

13. When applying the above standards to lakefront development under [Sec. 28.138](#), the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.

14. When applying the above standards to an application for height in excess of that allowed by [Section 28.071\(2\)\(a\)](#) Downtown Height Map for a development located within the Additional Height Areas identified in [Section 28.071\(2\)\(b\)](#), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

- a. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
- b. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
- c. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them.
- d. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.

15. When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by [Section 28.071\(2\)\(a\)](#) Downtown Height Map, as provided by [Section 28.071\(2\)\(a\)1.](#), no application for excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present:

- a. The new building is entirely located on the same parcel as the building being replaced.
- b. The new building is not taller in stories or in feet than the building being replaced.
- c. The new building is not larger in total volume than the building being replaced.
- d. The new building is consistent with the design standards in [Section 28.071\(3\)](#) and meets all of the dimensional standards of the zoning district other than height.
- e. The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.

16. When applying the above standards to an application for limited production and processing use, the Plan Commission shall consider the effect of such a use on the surrounding properties, including the effects of odors, noise, vibration, glare, hours of operation, and other potential side effects of a manufacturing process. (Cr. by ORD-15-00124, 11-11-15)

17. When applying the above standards to an application for allowable projections into the capitol view height area, the Plan Commission shall only approve the projection if it determines the encroachment is the minimum necessary and does not significantly impact the long views of the State Capitol building.

Take care,
Regina Vidaver

District 5 Alder
City of Madison, Wisconsin
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From: [Carol Richard](#)
To: [PLPCApplications](#)
Subject: Reference 69786 (Speedway Development)
Date: Thursday, March 17, 2022 3:33:57 PM

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Please add to the public record:

All,

I am in favor of seeing this property developed, but I am bewildered by the contortions that everyone seems to be going through to provide concessions on this project. There is one conditional use application after another - all in an effort to approve a flawed design. It does beg the question, why have a zoning ordinance or a neighborhood plan if you're going to ignore them?

Here are a couple of additional observations on the project (beyond those previously communicated):

1) Under Subchapter 28K: Building Form Standards, the designated building form for this project is Commercial Block Building. This building type is "A multi-story building that is designed to support a mix of commercial or office uses on the ground floor with office, studio, lodging and/or residential units above. Buildings are typically designed with storefronts or arcades at ground floor."

I don't believe that this proposal meets this standard - parking and trash are not commercial or office space. And it certainly does not meet the spirit of the code.

Additionally, this classification of building "shall be designed with storefronts, stoops or patios along at least forty percent (40%) of the front ground floor facade along the primary abutting street. Parking, loading and trash disposal may be accessed from an alley or through a side yard or rear yard drive serving one or more buildings."

There is a small storefront at the minimal commercial space, then a faux window spanning between the commercial and the lobby, and then a small apartment lobby storefront. And, then, a garage door and a blank trash room wall. Unless you count both the garage door and the faux window, the project does not meet the 40% requirement. I believe the goal is to enliven our streets and improve the pedestrian experience. And, this design does not meet that goal.

2) I believe it is disingenuous to refer to the parking and trash spaces as a non-residential use since they are clearly accessory use spaces related to the residential portion of the project.

3) Has anyone given serious thought to the safety of entering and exiting the parking garage from this building? The drawings indicate a request for a "vision reduction" exiting the parking garage (another conditional use?). And it appears that there is about 15' between the sidewalk and the roll up door - any vehicles entering the garage will be stacking over the sidewalk. None of this lends itself to a safe condition for pedestrians or traffic on Speedway. And, how trash will be handled? Will it be wheeled out to the sidewalk on Speedway on trash day? Yikes!

4) The developer has designated Glenway Street as the rear property line rather than the property line along the north side. This is in contrast to the "irregular lot" diagram outlined in the zoning ordinance (28.211). This will allow for a 6' setback along the north property line abutting small single family residential. Is it fair to them to put up a 4 story building 6' from their property line?

I'm all for development - but it should be more respectful of the neighborhood, the zoning ordinance and the neighborhood plan.

Thanks,

Carol Richard

From: [Nikki Barnes](#)
To: [Wells, Chris](#)
Cc: [Plan Commission Comments](#); [Vidaver, Regina](#)
Subject: 3734 Speedway proposal: OPPOSED
Date: Thursday, March 17, 2022 11:09:24 AM

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To whom it may concern,

I'm writing today to voice my vehement opposition to the proposed development at 3734 Speedway Road.

While I oppose the development on many grounds, my primary reasons are first that the development is much too big and second that there is not adequate parking. Both will negatively impact the current residents and the existing neighborhood.

First, the proposed development is much too big, and will dwarf the surrounding area. The proposed building will provide a huge amount of shade for those who live on the Western block of Waverly, myself included, to massive detriment -- all my backyard will be able to see is those units (no more sky). Furthermore, the size of the building is unharmonious with the long-established neighborhood plan that many Madisonians worked hard on forming.

Secondly, the lack of parking per unit ratio is unworkable and will undoubtedly cause a huge (negative) change in the surrounding area. While the developer stated at the in-person meeting that he's counting on folks without cars to rent some of the units, that is not an acceptable plan -- especially because of the lack of walkability in the neighborhood and the lack of frequent bus routes. Parking needs to be built into the proposal to ensure adequate parking, and to ensure lack of negative impact to the surrounding area. If the proposal successfully forces itself through, tenants will fill up the two closest streets, Glenway and Waverly, with their vehicles. This will undoubtedly negatively impact the residents of those streets, especially Waverly (which is a one-block street without sidewalks). While a solution proposed at the in-person meeting was that residents could organize permit parking on those streets, a) that is offensive that a solution to the problem we're bringing up is for residents to have to pay for parking, and b) it only goes from 8am until 6pm and therefore does nothing to assuage our concerns. Furthermore, those that do have under-building parking will only have access to the parking via Speedway -- this is a huge oversight in the plan, as many folks coming from the West will want to avoid turning left from Speedway and will instead go onto Glenway, Hammersley, and Waverly so they can take a right turn into the parking structure.

I am all for affordable housing in Madison, including in the area -- but this is not that. Allowing this proposal to go through will surely pave the way for other similar and detrimental proposals.

Nikki Barnes
Waverly Place
Madison, 53705

From: [S.N](#)
To: [PLPCApplications](#)
Subject: Fwd: 3734 Speedway Road
Date: Wednesday, March 16, 2022 8:37:07 PM

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Chris,

I know you wanted comments submitted prior to 3/18/22 for the meeting on 3/21/22.

City of Madison Planning Commission, (sent to Chris Wells CWells@cityofmadison.com)

The proposal for developing [3734 Speedway Road](#) in its current form does not comply with city codes or the neighborhood plan. **I do support the development but it is a full story too tall (removing a story would resolve most peoples issues with the development).** The proposed building has some appealing features but there are several drawbacks to the developer not adhering to city codes or neighborhood plans. I object to the developer seeking conditional variances on several issues. The neighborhood plan clearly states the wishes of the neighborhood with respect to developments in this area.

-Proposed building exceeds city recommended and neighborhood plan maximum structure height: this proposed development would be the tallest building in the mineral point, speedway, and regent corridor (exceeding West High and Randal elementary schools), it also exceeds adjacent building rooflines

-NMX Designation- Leveraging a commercial closet (~1% development square footage) to attain a mixed use classification to exceed allotted number of units

-Exceeds maximum allowed units for a development per lot size density (24 maximum allowed)

-Number of units exceeds number of planned parking spots

-Transition to northern lot does not comply with standards and will cause extreme shadowing of homes to the north during half of the year (stretching 3 homes in from development site).

If there is anyway I can participate in the planning commission meeting on 3/21/22 to voice my concerns please let me know.

[Brian Sunya Nimityongskul](#)

262-391-8941

Areas of concern:

https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOIICH20-31_CH28ZOCOOR_SUBCHAPTER_28DMIECODI_28.060GEPRMIECODI

28.060 - GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.

28.060 (h): Compatibility with Traditional Buildings . (See Figure D5.) New development shall relate to the design of traditional buildings adjacent to the site, where present, in scale and character. This can be achieved by maintaining similar, facade divisions, roof lines, rhythm and proportions of openings, building materials and colors. Historic architectural styles need not be replicated.

The proposed development at [3734 Speedway Road](#) does not adhere to this code. The proposed site is 4 stories tall and the rest of the buildings at this location are 2 stories or less.

28.064 - NEIGHBORHOOD MIXED-USE DISTRICT.

(1)

Statement of Purpose .

The NMX District is established to encourage and sustain the viability of commercial nodes that serve the shopping needs of residents in adjacent neighborhoods. The district is also intended to:

The proposed development at [3734 Speedway Road](#) does not have enough space or parking to serve the shopping needs of residents and/or adjacent neighborhoods. The developer himself said the space is designed for someone like a tax preparer or accountant.

(a)

Encourage pedestrian, bicycle and transit use as a means of accessing these commercial areas.

The proposed development at [3734 Speedway Road](#) will not have a commercial space to encourage pedestrian, bicycle, and transit use. The developer stated the space will likely be only big enough to support an accountant. In addition, the metro plan is proposing to reduce the Speedway bus stop to only peak hours, which will make the commercial space's use even less relevant.

(b)

Encourage diversification of uses, including residential, commercial, and civic uses, in order to enhance the vitality and appeal of these areas.

The proposed development at [3734 Speedway Road](#) only includes a glorified closet for commercial space, which will not do anything to encourage a diversification of uses.

(c)

Facilitate preservation, development or redevelopment consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.

The proposed development at [3734 Speedway Road](#) does not meet the adopted neighborhood plan. See neighborhood plan information below.

28.064 (3)

Dimensional Requirements .

Requirements represent minimums unless otherwise noted. Dimensions are in feet unless otherwise noted.

The proposed development at [3734 Speedway Road](#) exceeds the maximum of 3 stories, the proposal is 4 stories.

28.064 (3)(d):

Rear or Side Yard Height Transition to Residential Districts . Where the NMX District abuts a residential district at the rear or side lot line, building height at the rear or side yard setback line shall not exceed two (2) stories/twenty-five (25) feet. From this point, building height may increase at a ratio of one foot of rise to one foot of horizontal distance away from the property line, (a 45° angle) up to the maximum allowed height. Transitions exceeding this height and/or ratio limitation require conditional use approval.

The proposed development at [3734 Speedway Road](#) does not appear to follow this code, and even if it does the 4th floor's shadow during the winter will negatively impact the neighboring property and reduce the joy residents receive from seeing sunlight in the winter. Additionally, the 4th floor will likely prevent neighboring properties from ever being able to pursue solar power due to the shadow it will cast.

28.064 (4)(b)

For the Single-Family Attached, Small Multi-Family, Large Multi-Family, and Courtyard

Multi-Family Building Forms, parking shall be located behind or beside each building, below the building, or in a common parking court in the interior of a block. If located on the side of the building, surface or structured parking shall occupy no more than twenty-five percent (25%) of the frontage along the primary abutting street. For Large Multi-Family Buildings, structured parking at ground level shall not be visible on the front façade of the building.

The proposed development at [3734 Speedway Road](#) has its ground level parking visible from the front facade of the building, which is in violation of the code.

https://www.cityofmadison.com/dpced/planning/documents/Hoyt_Neighborhood_Plan2014.pdf

[3734 Speedway Road](#) is denoted as site "M3" in the neighborhood plan.

Page 25

M3 height is one to 3 stories, also the neighborhood plan specifically calls out that the northern property line should be a maximum of two stories.

The proposed development at [3734 Speedway Road](#) is 4 stories with at least 3 stories on the northern lot line.

Page 46

The existing neighborhood commercial node at the intersection of Glenway Street and Mineral Point Road/Speedway Road is a key neighborhood destination and activity center. Long-term redevelopment and reinvestment within this area should focus on maintaining the walkable commercial character with buildings close to the street and parking screened from the surrounding properties. The properties in this area have a high level of interaction with the surrounding residential neighborhoods. Redevelopment proposals should be sensitive to local neighborhood form and character.

The proposed development at [3734 Speedway Road](#) does not fit in with the neighborhood character, with the height of the building being the main concern.

Page 48

Limit heights along north property line to two stories. However, the overall height could be three stories, with a setback at the second story, along southern edge of building to take

advantage of the grade change.

The proposed development at [3734 Speedway Road](#) is 4 stories with a set back for the 4th floor, which does not comply with the neighborhood plan.

resulting canyon-like living standard for neighbors is well below norms for a quiet neighborhood.

Expectations of Privacy:

The proposed development removes all reasonable expectations of privacy from neighboring lots, with four stories of windows, rear-facing balconies and windows directly overlooking all neighboring lots.

Expectations of Community Planning:

The proposal is by its nature a probing proposal for the other commercial lots nearby, all of which will seek to exceed the community plan of two story mixed commercial/residential, if this proposal is not held to account appropriately.

In sum, this ambitious probing proposal is well outside of any reasonable considerations of the existing structure, appropriate zoning, unit size, parking, enjoyment, privacy, and community norm-setting for future developments on the nearby lots soon to be or already at sale.

It would have little opposition, and be welcomed by the community, if held to the expected zoning and community plan of a two-story mixed residential/commercial, not a rising three or four story block.

Thank you for your time and be well,

Alexander Zielske
310 Waverly Place
Madison, WI
53705

From: [Linda Nelson](#)
To: [Plan Commission Comments](#)
Subject: Speedway development
Date: Wednesday, March 16, 2022 9:21:14 PM

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

Hi all-

Please consider the impact of such limited residential & commercial parking on Speedway & nearby streets. Isn't it possible that some of the 2 bedroom units would have 2 occupants each with a vehicle?

Also I am concerned about building this development more than 2 stories compared with the residential neighborhood scale.

Best regards,
Linda Nelson
510 Virginia Terrace
Madison 53726

Sent from my iPhone

From: [Clare Stapleton](#)
To: [Plan Commission Comments](#); [Vidaver, Regina](#)
Subject: Speedway development.
Date: Wednesday, March 16, 2022 9:03:45 PM

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

I was concerned when I saw the proposal as it seemed very overdeveloped. After the recent neighborhood meeting, I am more than concerned. I would make three points.

- the crowding of so many units into this small site is shocking. Not only is there insufficient outside space or setbacks but the idea of counting balconies as "open space" is just plain offensive. The developer argued that they had to have all these units to make the building "profitable" for them. Yet they have not included sufficient parking for the number of units. The developer said they would actively seek out tenants who did not have cars. Is this not discrimination? Even with cutting all these corners, the developer is relying on the Planning Commission ignoring the city's rules.
- the developer is breaking the neighborhood plan by adding a whole floor more than is in the plan. It was supposed to be two stories next to the houses (they are proposing doing 3) and then going to four stories in the center instead of the three in the neighborhood plan. What role does the neighborhood plan have if it is just ignored? Saying the neighborhood plan was done in 2014 does not create the basis for ignoring the plan. The idea was to plan for development in keeping with the neighborhood. The adjoining houses have not increased in height so the impact of the development towering over them and cutting off light is a violation of the neighborhood's trust in the City planning process.
- finally, the developer is focused on a building that would maximize their profit which is fair enough. However, the problem created by the developer buying a plot of land too small to make a profit is surely their problem and the cost of their business mistake should not be placed on the neighborhood. After all the developer is delivering no return to the community. There are no affordable units in the development or any other reason I can see that would justify a public subsidy such as the developer demands.

In closing, I would note that the developer actually does have a way of resolving their business mistake. The land could be used as an affordable housing site and draw down the usual public subsidies for this type of housing. Perhaps not as profitable but I think it would at least break even.

Clare Stapleton

--

and we are silent when we see that all the money of all the nations has come into the hands of a few men; which we seem to tolerate and to permit with the more equanimity, because none of these robbers conceals what he is doing

Cicero

From: [Jerry Anderson](#)
To: [Plan Commission Comments](#)
Subject: New development 3734 Speedway
Date: Wednesday, March 16, 2022 5:12:46 PM

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

I'm writing to voice my opinion about the new proposed development at the site. Development is fine but lets stay within the current neighborhood zoning. Two stories with commercial space and setback from the road,I believe, is fine with most of the neighborhood. As the Regent and Monroe Street neighborhoods become more developed we are finding more parking issues, more dense traffic and more noise. I also think from a aesthetic perspective it would be good to look at the design and to not build such a big structure that will affect adjacent neighbor's houses and having it so close to the road is also an eyesore. We have a beautiful city and neighborhood so let's strive to keep it livable, beautiful and community oriented. Thank you for considering these comments.

Regards,
Jerry Anderson
Sent from my iPad

From: [Patricia Liebl](#)
To: [Plan Commission Comments](#)
Subject: 3734 Speedway Rd. Conditional Use Permit 3/21/22
Date: Wednesday, March 16, 2022 12:17:56 PM

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

We are in opposition to the 3734 Speedway Apartment project. The two-story homes it abuts, plus all those in the neighborhood would be visually affected and economically diminished. Buyers and homeowners need to be confident the zones where they purchase three properties remain consistent.

Edmund and Patricia Liebl
3938 Plymouth Circle

From: [Perri Liebl](#)
To: [Wells, Chris](#); [Plan Commission Comments](#)
Subject: comments for planning report on 3734 Speedway Road proposal
Date: Wednesday, March 16, 2022 11:02:53 AM

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

I oppose the proposed development plan of 3734 Speedway Road. I own a small one-story house on Waverly Place that will be directly impacted by the development of this site. The proposed development will negatively affect our neighborhood in the following ways:

- 1) The four-story height of this property will tower over the residential homes to the north, shading their yards and decreasing the enjoyment of their properties. This may decrease the value of their properties which would cause a ripple effect to other houses in the neighborhood. I am concerned about noise from a four-story rooftop community space and rooftop mechanicals. The proposed setbacks and step-back plans are not sufficient to avoid the negative impact of the enjoyment and value of the neighborhood.

Currently, you can drive from Camp Randall to Whitney Way and you won't see any building higher than two stories adjacent to single-family homes. I oppose a four-story building abutting modest one-story homes with no transition. If this proposed development is approved, it will set a precedent for all future development in our neighborhoods.

- 2) 31 rental units with only 24 parking spaces will cause overflow parking and traffic in neighborhood streets, many of which are narrow and without sidewalks. The only entrance/exit will be a garage door that opens directly onto Speedway Road, and will be dangerous for both drivers and pedestrians. In addition, because of the difficulty of entry off Speedway from the west, and lack of onsite parking, drivers will drive around the block either to enter the building or to look for on-street parking. Lack of parking and ease of entry/exit will negatively affect the neighborhood by causing more traffic on the streets and more parking problems.
- 3) The proposed commercial space would not serve the needs of the neighborhood. The small size and orientation and only two parking stalls make it not feasible for retail space. NMX zoning and the neighborhood plan calls for this site to "encourage and sustain the viability of commercial nodes that serve the shopping needs of residents in adjacent neighborhoods". This proposal would not accomplish that goal. This proposed development and the precedent it will set, negatively affect the neighborhood by eliminating the enjoyment, value and use of the site as a commercial node to serve the shopping needs of residents in adjacent neighborhoods.

Why have a zoning ordinance and a neighborhood plan, if you're just going to ignore it? This is a flawed design and it does not fit in the proposed site. I along with over 80 of my neighbors are against this proposal. We are for a development that follows the neighborhood plan and existing zoning ordinances. The neighborhood wants to see this property developed in a way that serves the shopping needs of residents in adjacent neighborhoods, such as a two-story development with reasonable commercial space along with up to 12 residential units with ample parking.

Perri Liebl

From: [Wells, Chris](#)
To: [Plan Commission Comments](#)
Subject: FW: 3734 Speedway Road
Date: Wednesday, March 16, 2022 10:11:34 AM

Chris Wells
Development Review Planner
City of Madison

From: S N <snimityo@gmail.com>
Sent: Tuesday, March 15, 2022 6:14 PM
To: Wells, Chris <CWells@cityofmadison.com>
Subject: Fwd: 3734 Speedway Road

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

Chris,
I know you wanted comments submitted prior to 3/18/22 for the meeting on 3/21/22.

City of Madison Planning Commission, (sent to Chris Wells CWells@cityofmadison.com)

The proposal for developing [3734 Speedway Road](#) in its current form does not comply with city codes or the neighborhood plan. **I do support the development but it is a full story too tall (removing a story would resolve most peoples issues with the development).** The proposed building has some appealing features but there are several drawbacks to the developer not adhering to city codes or neighborhood plans. I object to the developer seeking conditional variances on several issues. The neighborhood plan clearly states the wishes of the neighborhood with respect to developments in this area.

- Proposed building exceeds city recommended and neighborhood plan maximum structure height: this proposed development would be the tallest building in the mineral point, speedway, and regent corridor (exceeding West High and Randal elementary schools), it also exceeds adjacent building rooflines
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If there is anyway I can participate in the planning commission meeting on 3/21/22 to voice my concerns please let me know.

Brian Sunya Nimityongskul
262-391-8941

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https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOIICH20-

[-31_CH28ZOCOOR_SUBCHAPTER_28DMIECODI_28.060GEPRMIECODI](#)

28.060 - GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.

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The proposed development at [3734 Speedway Road](#) does not adhere to this code. The proposed site is 4 stories tall and the rest of the buildings at this location are 2 stories or less.

28.064 - NEIGHBORHOOD MIXED-USE DISTRICT.

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The proposed development at [3734 Speedway Road](#) does not meet the adopted neighborhood plan. See neighborhood plan information below.

28.064 (3)

Dimensional Requirements .

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The proposed development at [3734 Speedway Road](#) does not appear to follow this code, and even if it does the 4th floor's shadow during the winter will negatively impact the neighboring property and reduce the joy residents receive from seeing sunlight in the winter. Additionally, the 4th floor will likely prevent neighboring properties from ever being able to pursue solar power due to the shadow it will cast.

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northern property line should be a maximum of two stories.

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Page 48

Limit heights along north property line to two stories. However, the overall height could be three stories, with a setback at the second story, along southern edge of building to take advantage of the grade change.

The proposed development at [3734 Speedway Road](#) is 4 stories with a set back for the 4th floor, which does not comply with the neighborhood plan.

From: [Daryl Sherman](#)
To: [Plan Commission Comments](#)
Subject: 3734 Speedway development
Date: Tuesday, March 15, 2022 6:16:22 PM

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

I am writing to oppose the proposed development at this site as being out of code for the zoning for this site and terribly out of proportion for the neighborhood. The code calls for two stories with up to twelve units and commercial space on the ground floor.

The proposal is for four stories and 31 units with no set backs so it will tower over and shade adjacent buildings, has inadequate parking, and no provision for commercial space.

For all these reasons I am strongly opposed to THIS proposal.

Daryl K. Sherman
3106 Gregory St.
53711
608.238.5106

From: [Jeannine Desautels](#)
To: [Plan Commission Comments](#)
Subject: 3734 Speedway
Date: Wednesday, March 16, 2022 9:14:42 AM

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

We have been residents of 415 Virginia Terrace, Madison, WI 53726 since June of 1969. We chose this neighborhood specifically because it is a neighborhood of family homes. After living in Boston and New York City, we wanted a different experience. We found it in this neighborhood.

Building a tall apartment complex does not belong here. Neighboring homes will be shadowed by these structures, it will change the character of the neighborhood, not necessarily for the better. Therefore, we register our opposition to this particular development.

I understand the need for housing in this city. Perhaps a more suitable site can be found. I certainly hope so.

Jeannine and Ed Desautels

From: [TIMOTHY A HACKER](#)
To: [Plan Commission Comments](#)
Subject: development of 3734 Speedway Road.
Date: Tuesday, March 15, 2022 5:17:30 PM

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

I think this is a great plan for the space and much needed housing for Madison. I live near Virginia Terr and think the entire corner is due for an upgrade in housing and usage. With the redevelopment of Glenway Park, it will be a great place to live.

Timothy A. Hacker, PhD
Director, Model Organisms Research Core
UW-Madison
600 Highland Ave
Madison, WI 53792
608 263-1539 Office
608 219-3655 Cell

From: [Rob Hegeman](#)
To: [Plan Commission Comments](#)
Date: Tuesday, March 15, 2022 8:16:18 PM

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

Hi my family of 9 lives at 2218 Eton Ridge and we are against the proposed 4 story development on Speedway.
Thanks for listening-
The Hegemans

From: [Paul Guilbault](#)
To: [Plan Commission Comments](#)
Subject: 3734 speedway road
Date: Tuesday, March 15, 2022 3:10:54 PM

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

Hello;

I am writing in opposition of the current proposed building on 3734 speedway road. 4 stories is much too tall for the neighborhood. Also building units should have planned parking spaces on the property. At least one space per unit in my opinion. I support infill which matches the neighborhood plan and doesn't negatively impact the neighbors next door. We are a community and what one person wants impacts others. Please maintain the livability of this neighborhood while providing alternate housing ideas for non single family dwellings.

Thank you,

Paul Guilbault
877 Terry Pl, Madison

--

Sent from Gmail Mobile

From: [mark barnes](#)
To: [Wells, Chris](#); [Plan Commission Comments](#)
Subject: Proposed redevelopment at 3734 Speedway Road.
Date: Tuesday, March 15, 2022 11:11:39 AM

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

City of Madison Plan Commission
C/O Chris Wells
Development Review Planner
City of Madison

I am the homeowner at 310 Waverly Place, and recently attended the information session held at Sequoia Library regarding the redevelopment of the Kwik Trip site at 3734 Speedway Road, on Thursday, March 10th.

I came away with more concerns than before attending based on Alder Vidaver's comments and the schematics and plans for the site.

I AM NOT OPPOSED to development of this site, nor am I opposed to increasing housing density through apartments being added near my house.

However, I am opposed to the size and scope of this particular plan for the following reasons;

1) The immense size of this property, specifically the four-story height looming over the houses on Waverly Place to the immediate north, will cause the houses to be dwarfed by the development, and both lose the enjoyable uses of and decrease the value of their properties, which could cause a ripple effect to other houses on Waverly Place. Both the setbacks and proposed step-back plans will not provide relief to the adjacent homeowners. PLEASE GO LOOK AT THE NORTH SIDE OF THIS PROPOSED DEVELOPMENT BEFORE YOUR MEETING.

Alder Vidaver was quick to point out that all studies she has seen have shown property values to increase when multi-family housing is added to a neighborhood.

That may usually be the case, but when a project, through its sheer size and proximity to single-family housing causes the useful enjoyment of those current properties to be greatly diminished, no reasonable assumption can be made that the property values will not also be diminished, or at the least, not increase at the same rate as those nearby in the same neighborhood.

It is the responsibility of City of Madison planners, NOT of the developer, to ensure the value and enjoyment of current properties BEFORE adding new ones that will diminish the same.

2) The lack of parking on this proposal is staggering; if 31 units are approved, there will be only 24 off-street stalls for residents that they have to pay for, except for the two, two-bedroom units.

It is hoped by the Alder and the developer that the residents will try to use other means of commuter travel, which is great, namely public transit. But the new Madison Metro plan for 2023 and beyond reduces bus travel on Speedway Road to rush hours only, meaning that the closest places to get on and off the bus will be nearly three quarters of a mile away. It is simply not feasible

for someone in this day and age to be expected to walk this distance to pick up a bus to get to and from work, or to carry bags home this distance after shopping. The traffic on Speedway Road is already hazardous at certain times of the day, not only because of volume but also of excessive speeding, and adding this building, which has limited sightlines of the road due to its abutting the city walk, will likely cause additional traffic congestion and potential accidents.

The retail space will have only two off-street parking stalls, one of which will be handicap accessible, so should the retail space be busy it will add to the congestion on nearby streets as people are scrambling to find street parking. Many of the adjacent streets are already narrow and can accommodate only one-lane vehicle travel, and do not have city sidewalks, so the potential is there for children and adults walking and biking to and from school and work will be exposed to unnecessary safety risks due to added traffic.

The developer mentioned he will likely install an accountant or other professional in the retail space. That does nothing to improve the neighborhood for the residents. A grocery store, a replacement convenience store or a drugstore or similar store would be utilized by many of the neighbors will help REDUCE the need to use cars, which might help mitigate the huge parking issue.

3) The proposed building will tower over the adjacent houses. The developer said that each unit will have an outside balcony, and some of those balconies will greatly reduce the privacy of the homes nearby. The tenants on the higher floors, regardless of whether or not they had a balcony, will be able to look down directly into the houses and yards below. This will greatly decrease the enjoyable use of the current houses' owners by having them maintain constant awareness that their every movement could be viewed by the new building's tenants.

4) The mechanicals for all of these units will be outside and will create a huge noise problem for the neighborhood. On hot days, the drone from 31 separate air conditioning units will likely be a constant.

5) We have a Neighborhood Plan and zoning ordinances in place that are there for a reason, which is to benefit the residents by increasing their useful enjoyment. Why are we tossing them out the window in favor of increasing density on a property that is poorly configured for this? The current 12-unit limit has been shot past like it doesn't exist, the one parking stall per unit limit has been surpassed, and the height and number of stories in the zoning code have been disregarded.

The developer said that he couldn't make money if this proposal is scaled back. Maybe that is the case for this developer only, and there are others out there that will be interested in the site now that Kwik Trip has eased its conditions on new uses on the site. Kwik Trip abandoned the site about six months ago, so this property is not the "blight" on the neighborhood that Alder Vidaver named it. It is a vacant lot with an unused building on it.

A project that reduces the size of the building, has more parking, and includes retail space that benefits the neighborhood will be embraced wholeheartedly by everyone that I have talked to before, at and after the meeting: the current proposal's size just makes it a poor fit for this site.

6) The developer himself mentioned that the purchaser of Moore's Towing on the corner of Glenway and Speedway has decided to wait and see whether or not this proposal goes through as requested;

the approval of this four-story building will be the precedent for all future development in the neighborhood.

There are currently no sites between Camp Randall and Whitney Way that exceed two stories in height; the approval of this plan will permanently alter the neighborhood, and the new vision this would create should be carefully analyzed BEFORE approving this plan.

The neighborhood plan should either be followed or amended so people who choose to relocate to single family houses in this city are aware that the peaceful and enjoyable conditions that they envision with home ownership in a “residential” neighborhood are not necessarily what they had signed up for.

Thanks, Mark Barnes

From: Matthew Barron <barron.mm@gmail.com>
Sent: Friday, February 11, 2022 12:10 PM
To: Martin, Arvina <district11@cityofmadison.com>
Cc: Vidaver, Regina <district5@cityofmadison.com>
Subject: Re: Stop N Go - Speedway and Glenway - URGENT

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

Hello Alders Martin and Vidaver,

I was able to watch the recording of the neighborhood meeting on the Speedway Stop-N-Go development and it looks interesting - thank you for hosting. I have one follow up question. Has there been any discussion or effort made by the City or Developers to narrow the Negative Use Restriction that Kwik Trip intends? It seems to me that a negative use restriction preventing convenience retail and/or food sales is not consistent with Madison City Ord. 28.147 which prevents negative use restrictions on the sale of grocery and drug stores. Kwik Trip may call itself a "convenience store" but for the purposes of that statute, it is a grocery store. Nearly everything Kwik Trip sells outside of gas and auto supplies are items that you would find in a grocery store. In fact, they have their own brand of dairy and eggs sourced from local Wisconsin farms and sold at a low price - which is great until they close the store and say no one else can sell eggs. People can and do buy all of their groceries from Kwik Trips. And allowing this restriction to remain in place will cause exactly the problem that the Ordinance above is designed to prevent - making access to necessities like food and medicine more difficult and burdensome. Where I was able to walk to the Stop-N-Go to buy milk and eggs, I now have to drive several miles to get anything other than a great cheeseburger from the Village Bar.

I have no issues with the current development plan outside of this Deed restriction. The 800 sq ft planned commercial space would serve the community much better as a coffee shop, small restaurant or convenience store than as any kind of personal services business or office space. And I very much appreciate anything you can do to help make this possible. If the city feels that the Deed Restriction is not prevented by Ord. 28.147, then I would ask you to amend the law to change this - at the very least with respect to convenience stores. For instance, the 7/11 on Regent street has been closed and vacant for years. Is this because 7/11 will only sell the property with a Deed restriction against convenience stores (which is the only thing this building is good for)? I would also be supportive of an amendment that prevented Negative Use Restrictions on gas stations. As Madison's gas stations become more and more centralized in ownership, we will eventually run out of places to fuel up in the downtown area as locations close or change ownership. Thank you for your time and assistance.

Best regards,

Matthew M. Barron

From: Alexander Harding <alex@harding.dev>
Sent: Wednesday, February 16, 2022 6:56 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Cc: Evers, Tag <district13@cityofmadison.com>
Subject: STRONGLY SUPPORT 3734 Speedway Road proposal

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

Hello,

I live nearby the proposal for 3734 Speedway Road. I unequivocally SUPPORT this project. This will bring much needed housing in a Multiuse format with commercial space to the area. It is a well thought out, great fitting project.

I hope you are fully in support of this project.

Thank you
Alexander Harding
3602 Wyota Ave (D13)

From: [Matt Fink](#)
To: [Plan Commission Comments](#)
Subject: Brandon Cook Speedway Project
Date: Thursday, February 17, 2022 12:12:00 PM
Attachments: [image001.png](#)

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

Wanted to voice my support of the Brandon Cook Speedway Project. Feel that it would be a nice addition to the Neighborhood. The views of the newly remodeled golf course would make it an attractive place to live. Madison wants higher density projects – and it has to be at least 4 stories to make any sense with the cost of development. Thank you, Matt



Matthew J. Fink

Senior Vice President – Business Banking

5951 McKee Rd/Hwy PD, Ste. 100

Fitchburg, WI 53719

e-mail: mfink@oakbankonline.com

Direct: 608-250-5504

Cell: 608-577-7079

NMLS #1028763 Learn more about us at: OakBankOnline.com



Wells, Chris

From: Stouder, Heather
Sent: Monday, February 21, 2022 8:03 AM
To: Wells, Chris
Cc: Firchow, Kevin; Fruhling, William; Grady, Brian; Ethington, Ruth
Subject: FW: Contact City of Madison Planning

Chris-

Please see below and add to the file for the Speedway proposal. Meanwhile, I will respond momentarily to the sender to let them know that this has been received and will be added to the public record. Thank you!

Heather

From: noreply@cityofmadison.com <noreply@cityofmadison.com>
Sent: Saturday, February 19, 2022 2:59 PM
To: Stouder, Heather <HStouder@cityofmadison.com>; Fruhling, William <WFruhling@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Grady, Brian <BGrady@cityofmadison.com>
Cc: Ethington, Ruth <REthington@cityofmadison.com>
Subject: Contact City of Madison Planning

The following contact request was received:

Name: Mark Barnes
Address:
2318 Hollister Ave
MADISON, WI 53726
Phone: 6082092083
Email: mbarnes972@hotmail.com
Subject: Plans

Message:

I am a homeowner on Waverly Place and have serious concerns about the size, scope and commercial uses of the proposed development of the old gas station at 3734 Speedway Rd.

I am formally informing you of my objections to this project in its current form.

Here are my concerns:

1) The size:

The proposed 31 unit, three or four-story building is way too big for that small site. The only way to accomplish that size housing unit with enough parking is to build up, which is incongruous with the rest of the neighborhood. The height will dwarf the adjacent single-story houses and businesses on Glenway Street and Waverly Place.

2) Parking:

3734 Speedway Road is not large enough to accommodate enough on-site parking for 31 housing units. Current zoning requires a minimum of one on-site parking stall per unit and we object to any exemptions to this requirement. It is unrealistic for the developer to be able to market this to city transit services users to reduce vehicle numbers, unless it is required of all residential tenants, then VIGOROUSLY ENFORCED in perpetuity by city personnel.

3) Traffic:

The current proposal calls for no access off Glenway Street, which already has a traffic signal and commercial uses. Speedway is at times very busy and this will force traffic flow onto side streets. This will significantly increase traffic and parking on Waverly Place, a narrow, one block long street with no sidewalks, curbs or gutters. This development, with its woefully short number of on-site stalls, will cause traffic congestion, as well as huge safety problems for pedestrians, bikes and street residents trying to enter and leave their residences.

4) Neighborhood long term plan:

The neighborhood long-term plan that was developed in cooperation with city planning officials, calls for "neighborhood" establishments on this site, such as convenience stores that provide "grab and go" meals, coffee shops and other small businesses that increase the walkability of the neighborhood and the convenience of neighborhood residents. There are much better uses for this commercial space, and will be happily supported and promoted by the neighborhood in particular and residents of the near west side in general.

To sum up, this proposal is a huge negative for the neighborhood in its current form, will reduce property values, and needs a large number of revisions to make it safe, successful and an area asset. If revised properly, I not only will have no objections, but will support the commercial shops to ensure their success.

Thanks for your consideration, and I look forward to a response.

Mark Barnes

From: Perri Liebl <ppliebl@hotmail.com>
Sent: Saturday, February 19, 2022 2:43 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Proposed development at 3734 Speedway road

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

Aldersperson Vidaver,

I was surprised and disappointed to read that you are supporting the proposed development at 3734 Speedway Rd. in its current form. Were you to stand at the old Kwik Trip site, you would see that a four-story building would dwarf the surrounding neighborhood on three sides.

Contrary to the lovely artist rendering of the building, there will be no greenspace, no landscaping, just four stories towering over the modest one-story homes and completely shading their yards. There are no other businesses in the area that are taller than two stories.

There is also the issue of parking. The site at 3734 Speedway Rd. is not large enough to accommodate enough on-site parking for 31 housing units.

The neighborhood plan calls for a business that serves the neighborhood and improves residents' quality of life. This proposed development is not what the neighbors want. A new concept plan needs to be developed that complies with existing zoning codes. Covid has made it difficult to have in-person neighborhood meetings, but please try harder to find out what your constituents want and advocate for them.

Sincerely,

Perri Liebl

From: Hayley Tymeson <hdtymeson@gmail.com>
Date: Sat, Feb 19, 2022 at 6:18 PM
Subject: Legistar #69786: Support for 3734 Speedway Road
To: <pccomments@cityofmadison.com>

February 19, 2022

Dear Plan Commission members,

It is still early in the process for this project, but a group of Regent neighbors write to express our early support for the 3734 Speedway Road project ([Legistar 69786](#)).

Madison is suffering an affordable housing crisis, and climate change is already warming our winters and affecting our communities. We should be responding to these challenges with speed and clarity of purpose, for the changes we make in the next ten years may have the power to shape a better (or a worse) city for future citizens.

We believe that replacing a gas station with housing is the *exact* direction we need to be taking things. The proposed Neighborhood Mixed Use development is right near bus stops and good bike trails. There are grocery stores (like Regent St. Co-op and Trader Joe's) and nearby shopping (Monroe St, Hilldale, University Ave., Odana/Whitney Way) with direct bus lines or bike trail connections. The project would retain some commercial uses in the ground floor, which could host a neighborhood amenity like a cafe - within walking distance for hungry golfers and neighbors alike. And the developers are building fewer than one parking space per apartment, which will disincentivize car ownership for residents, which is great! (We encourage the developers to go even further, by offering unbundled parking and encouraging non-car-based transportation through all means available)!

With all these conditions in place, and the fact that the planned apartments will be smaller units (i.e., the types of units commonly preferred by young professionals who work nearby), all the pieces are in place for residents to live car-free, with access to tons of amenities and myriad methods of transportation available to them. This project will both alleviate the housing shortage, retain commercial space in the neighborhood, *and* reduce fossil-fuel consumption in one fell swoop. The only loss to the neighborhood is a gas station - a facility that will certainly have to be phased out anyway in the coming decades as we transition away from a fossil-fuel economy.

We are sure there are still many details that still have to be ironed out. But we want to applaud the broader intent of this project, and how well it fits with the vision of the neighborhood and Madison in the Comprehensive Plan and local neighborhood plans.

Alders and PC members, thanks for your constant effort to collaborate with the community (and willingness to read long letters of support) as Madison grows and changes. Your work is always appreciated!

Best,

Hayley Tymeson, 2308 Kendall Ave
Simon Yadgir, 2308 Kendall Ave
Susan Millar, 2233 Rowley Ave
Naomi McGloin, 2315 Regent St.
Dick Smith, 315 Virginia Terrace
Melody Glazer, 2320 Rowley Ave
Saul Glazer, 2320 Rowley Ave.
Dianne Brakarsh, 2230 Hollister Ave
Daniel Brakarsh, 2230 Hollister Ave
Hassan Zagloul, 506 N. Franklin Ave

From: Alexander Harding <alex@harding.dev>
Sent: Wednesday, February 16, 2022 6:56 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Cc: Evers, Tag <district13@cityofmadison.com>
Subject: STRONGLY SUPPORT 3734 Speedway Road proposal

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

Hello,

I live nearby the proposal for 3734 Speedway Road. I unequivocally SUPPORT this project. This will bring much needed housing in a Multiuse format with commercial space to the area. It is a well thought out, great fitting project.

I hope you are fully in support of this project.

Thank you
Alexander Harding
3602 Wyota Ave (D13)

From: Sara Flogel <flogel@mailbag.com>
Sent: Thursday, February 17, 2022 10:35 AM
To: Firchow, Kevin <KFirchow@cityofmadison.com>; Vidaver, Regina <district5@cityofmadison.com>
Subject: Proposal for 3734 Speedway

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

Alder Vidaver, I was disappointed to read of your support for the proposed development on Speedway in the Wi State Journal article.

Waverly Place is right around the corner from the site. It is one block long, quite narrow, and only 2 of the 10 homes have a sidewalk. The proposal does not provide adequate parking for residents, their guests, or their deliveries. It is logical to assume that overflow parking will be on Waverly. When cars are parked on both sides of the tiny street, there is barely room for one lane of traffic. This will be a safety challenge for pedestrians (no sidewalk) and make it challenging for garbage/recycling trucks, snow plows, fire trucks, and ambulances to access the homes of your constituents/property tax payers. Please take this into consideration.

While Speedway is on a busline, the line doesn't go to nearby grocery stores with out transferring. Madison has room for improvement regarding public transportation.

From: Will Cushman <wacushman@gmail.com>
Sent: Thursday, February 17, 2022 10:42 AM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Speedway redevelopment

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

Hi Regina,

I read the WSJ article about the Speedway redevelopment this morning. I'm not an immediate neighbor of the planned redevelopment, but FWIW I think it sounds like a great use for the site. That said, I'm not sure it'll be on a bus route if the city's Metro redesign is adopted as currently proposed. I don't think that should make or break the redevelopment though.

Thanks!

Will

From: Mark Hazelbaker <mh@kasieta.com>
Sent: Friday, February 18, 2022 7:34 AM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Support Apartment Project on Mineral Pt on Kwik Trip Site

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

Dear Ald. Vidaver -

I live at 3909 Regent St., a few blocks from the location where it is proposed to replace the now closed Quiktrip with an apartment building. I support the project. I need for housing at this point in Madison's development is absolutely critical.

I'm rather stunned to hear some of the opponents object on the grounds that the site should remain commercial. Several years ago, some of these same people opposed a proposal to allow the building at the corner of mineral point Road and Larkin Street to be remodeled into the headquarters of the Ascentives company. The basis for their objection was that they didn't want commercial use in the neighborhood.

The location is appropriate for higher density housing. I hope that building the apartment building results in a greater diversity of residence in our neighborhood. We are shockingly imbalanced in diversity terms.

Thank you for your consideration, Mark Hazelbaker

From: Mark Barnes <mbarnes972@gmail.com>
Sent: Saturday, February 19, 2022 2:57 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Proposed development at 3734 Speedway Road

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

Regina:

I am a homeowner on Waverly Place and have serious concerns about the size, scope and commercial uses of the proposed development of the old gas station at 3734 Speedway Road.

I am formally informing you of my objections to this project in its current form.

Here are my concerns:

1) The size:

The proposed 31 unit, three or four-story building is way too big for that small site. The only way to accomplish that size housing unit with enough parking is to build up, which is incongruous with the rest of the neighborhood. The height will dwarf the adjacent single-story houses and businesses on Glenway Street and Waverly Place.

2) Parking:

3734 Speedway Road is not large enough to accommodate enough on-site parking for 31 housing units. Current zoning requires a minimum of one on-site parking stall per unit and we object to any exemptions to this requirement. It is unrealistic for the developer to be able to market this to city transit services users to reduce vehicle numbers, unless it is required of all residential tenants, then VIGOROUSLY ENFORCED in perpetuity by city personnel.

3) Traffic:

The current proposal calls for no access off Glenway Street, which already has a traffic signal and commercial uses. Speedway is at times very busy and this will force traffic flow onto side streets. This will significantly increase traffic and parking on Waverly Place, a narrow, one block long street with no sidewalks, curbs or gutters. This development, with its woefully short

number of on-site stalls, will cause traffic congestion, as well as huge safety problems for pedestrians, bikes and street residents trying to enter and leave their residences.

4) Neighborhood long term plan:

The neighborhood long-term plan that was developed in cooperation with city planning officials, calls for "neighborhood" establishments on this site, such as convenience stores that provide "grab and go" meals, coffee shops and other small businesses that increase the walkability of the neighborhood and the convenience of neighborhood residents. There are much better uses for this commercial space, and will be happily supported and promoted by the neighborhood in particular and residents of the near west side in general.

To sum up, this proposal is a huge negative for the neighborhood in its current form, will reduce property values, and needs a large number of revisions to make it safe, successful and an area asset. If revised properly, I not only will have no objections, but will support the commercial shops to ensure their success.

Thanks for your consideration, and I look forward to a response.

Mark Barnes

From: Adrienne Elvord <adrienneelvord@gmail.com>
Sent: Sunday, February 20, 2022 8:22 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Housing development on Speedway Dr.

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

Dear Alder Vidaver,

I am emailing about an article I read about a housing development set to be built where the old Stop-N-Go once stood on Speedway Dr. I am appalled at the very idea of this being built in this location. My family and I have lived in this neighborhood for decades and I am shocked to hear news of another apartment complex being built in a single family neighborhood.

Why do you not fight against this? Were you not elected to protect our communities and be a voice for the community members?

This complex will do absolutely nothing for this community. It will not make it more diverse, it will not make it more affordable and it will not make it more welcoming. I am baffled at your eagerness to accept this new development.

It has long been proven that housing developments raise property taxes, promote gentrification, create unnecessary traffic and cater to only a select demographic.

Tell this developer not to build in this district! Promote affordable housing! Stop putting money into the pockets of greedy management companies and put that money back into our economy.

Thank you,

Adrienne Elvord

From: Mark <mbarnes972@gmail.com>
Sent: Sunday, February 20, 2022 2:06 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Re: Proposed development at 3734 Speedway Road

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

Please understand I am a proponent of development on this site, just not one that dwarfs the adjacent homes and does not have enough parking to accommodate tenants.

I worry about kids on their bikes or walking on nearby streets getting injured or worse because of increased traffic on these small side streets due to poor visibility because of too many parked cars on the streets.

I will fully support a lower, higher parking density proposal.

Mark

Sent from my iPhone

On Feb 20, 2022, at 11:55 AM, Vidaver, Regina wrote:

Thanks for your input Mark. I will forward to add this to the public record.

Best wishes,

Regina Vidaver

District 5 Alder

City of Madison, Wisconsin

From: Mark Barnes
Sent: Saturday, February 19, 2022 2:57 PM
To: Vidaver, Regina
Subject: Proposed development at 3734 Speedway Road



Steve McConaghy
Real Estate

PHONE 608-791-7408

FAX 608-793-6135

EMAIL smcconaghy@kwiktrip.com

February 22, 2022

District 5: Alder Regina Vidaver
210 Martin Luther King Jr. Blvd
Room 417
Madison, WI 53703

1626 Oak St., P.O. Box 2107
La Crosse, WI 54602

www.kwiktrip.com

RE: Former Stop N Go Convenience Store located at 3734 Speedway Road, Madison, WI

Dear Alder Vidaver,

Thank you for your interest in the former Stop N Go Convenience Store located on Speedway Road. We also respect and appreciate the concerns expressed by area residents about having a source of food staples in the neighborhood.

When Kwik Trip purchased the Stop N Go stores a couple of years ago, we acquired all 39 locations. Some were larger stores, and others were much smaller. The smaller stores, like Speedway Road, were just too difficult to operate profitably. Consequently, the decision was made to close a few smaller stores, pull the tanks, pumps, and canopies, and then sell the sites so they could be re-purposed.

Knowing that a source of food staples is important to area residents, Kwik Trip informed the developer of the Speedway Road property that we have no objection to it being used for a grocery store selling products like those sold in our stores...milk, bread, eggs, butter, soda, beer, wine, tobacco, snacks etc. etc. While we have no objection to any of those products being sold, we do object to the sale of adult oriented materials. Adult products are not sold in any of our stores, and we would object to their sale at the Speedway Road location.

Again, Alder Vidaver, we appreciate your service and your interest in addressing the needs and concerns of your district. We hope this letter provides the information and clarity you were seeking.

Sincerely,

Steve McConaghy
Property Manager
Kwik Trip, Inc.

OUR MISSION

To serve our customers and community more effectively than anyone else by treating our customers, co-workers and suppliers as we, personally, would like to be treated, and to make a difference in someone's life.

From: Val <val_757@hotmail.com>
Sent: Wednesday, February 23, 2022 2:52 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Speedway Road development

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

Dear Ms. Vidaver,

I am totally for the development of housing within the city of Madison.

However, as it currently stands the proposed building is not appropriate for the site.

Housing with 31 apartments (totalling 39 bedrooms, and I assume that many tenants) and 24 underground parking spaces is proposed. How many surface lots? That area has limited to no on street parking and also a dearth of sidewalks for safe pedestrian access. If you are assuming many of the residents will not have cars and rely on Madison Metro, will be stops move closer and/or be more accessible for walking with additional sidewalks? Also, any idea on how affordable these units will be? Any low income?

There will also be commercial space, where are the customers supposed to park? I would often stop at that spot for gas on my home from work, and navigating in and out during rush hour/school hours could be challenging. Has City of Madison traffic engineering had any input?

Thank you for your attention.

Val Schend
4913 Paul Ave
Madison 53711

"When inspiration calls, listen carefully."

From: windeehart@att.net <windeehart@att.net>
Sent: Monday, February 28, 2022 11:15 AM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: [D5] Parking on Ridge Road

Recipient: District 5, Regina M. Vidaver

Name: Edwinna Boyar
Address: 2820 Ridge Rd, Madison, WI 53705-5224
Email: windeehart@att.net

Would you like us to contact you? Yes, by email

Message:

I have not had a response to my email re: the proposed project at the corner of Glenway and Speedway. Why not?

I hope you will be able to assist the residents of my one street street in Madison. Many people park their cars on my street and disappear during the day. This especially makes life difficult for all of us residents as often the snowplow or garbage/recycle trucks lack clearance to progress through the street. Many times the trucks and plows have to back up in order to complete their tasks. We now have many young children living on this block and the backing vehicles present a horrific challenge. Since your children are now in high school, you may have forgotten how quickly young children run after a ball or other object! I have contacted city offices and have been informed only Alder People may propose parking changes. Once again, I urge you to drive down our block during the hours of 8-2:00 to actually see the situation. This street has no sidewalks on either side and many people walk in this area so that is another concern. I do hope to have a response from you regarding this matter or you will fail to receive my vote at re-election time. Please respond to me. Thank you. Edwinna Boyar

Hello members of the Plan Commission and Common Council,

Madison is for People is a pro-housing group made of Madisonians who advocate for walkable neighborhoods, building more homes to meet our housing shortage, and safer streets. We are writing today in support of the proposed demolition and conditional use permit at 3734 Speedway Road.

We support this project for the following reasons:

- The proposed project adds to the City's housing stock. According to the City of Madison's Housing Forward report, the City needs to build 10,000 units of new housing in the next 5 years. [Rent in Madison](#) is up 8% in the past two years. While this project is just a small portion of the housing units that need to be built, Madison's leaders can send a signal that they are serious about reaching their goal of building 10,000 units by moving this project forward quickly and with limited conditions.
- The proposed project has reduced parking. Parking is not free, even if there is no charge for the space. Current estimates show the construction cost of a parking spot in a garage is between \$25,000 and \$50,000 per space, which translates to \$200 per month in rent increases. These estimates do not take into account the long-term maintenance costs of parking structures. This cost is ultimately borne by the renter. The City can make new developments more affordable by encouraging developers to build fewer parking spaces. There is also evidence ([Bundled parking and vehicle ownership: Evidence from the American Housing Survey](#)) showing that bundled parking makes residents of new construction less likely to use public transportation or bicycle lanes, and more likely to own a car. By encouraging developers to build units without parking, the city can show it is serious about preventing traffic deaths and reducing the city's contribution to greenhouse gas emissions.
- The proposed project is a better use of the land, and will bring in more revenue to the city. The gas station is currently valued at just \$561,000, and the new apartment will be valued in the millions. Turning the empty gas station into a building with 31 units means that more people will be able to shop and enjoy the commercial corner at the intersection of Speedway and Mineral Point Road, and the new development will provide increased tax income for the city.

This project is clearly a positive change for the community. It contains commercial space, bike parking, and some on-site parking. Replacing an empty gas station will help with the city's housing shortage, and revitalize what is now an empty lot.

If alders and neighbors are serious about encouraging mixed use in this location, they should encourage more developments like this one. Stores require customers, and people enjoy living in neighborhoods that enable them to walk or bike to restaurants, shops, or even their job. Some of the most cherished neighborhoods in Madison, such as State Street, Willy Street, and Schenk-Atwood, embody this ideal of mixed-use living. This project alone will not turn Sunset Hills into a walkable neighborhood, but increased density is conducive to future commercial and transit oriented developments in the area.

Thank you for your consideration,
Madison is for People

City of Madison Plan Commission and Common Council,

202 people have signed a petition on Action Network telling you to Petition in support of proposed housing on Speedway.

Here is the petition they signed:

We, the undersigned, are calling on the Plan Commission and Common Council to approve the conditional use permit for the proposed building at 3734 Speedway Road, pending approval by the City's Engineering Department and any other necessary departments. The Neighborhood Mixed Use zone is, according to the city's zoning code, established to encourage and sustain the viability of commercial nodes that serve the shopping needs of residents in adjacent neighborhoods and intended to:

- Encourage pedestrian, bicycle and transit use as a means of accessing these commercial areas.
- Encourage diversification of uses, including residential, commercial, and civic uses, in order to enhance the vitality and appeal of these areas.

The proposed building, which contains residential and commercial space, additional bike parking, and is located along a bus line clearly meets the conditions set forth in the city's code, and would benefit the local neighborhood and the city.

The City of Madison's current residential vacancy rate is estimated to be between 3% and 5%, well below a healthy vacancy rate of 7%-8%. Available evidence indicates that new market rate housing decreases rents across the city in the short-term through moving chains, and in the long-term through filtering. The city should be encouraging this kind of infill development as a way to increase the vacancy rate, update our rental housing stock, and lower rents. Any conditions imposed by the city upon the new development should also take consideration of the City's Housing Forward Plan and Vision Zero Initiative.

You can view each petition signer and the comments they left you below.

Thank you,

Madison is for People

1. Megan Speckmann (*ZIP code: 53703*)

2. Abraham Williams (*ZIP code: 53701*)

3. Ashley Johnson (*ZIP code: 53711*)

4. Abigail Kelling (*ZIP code: 53719*)

5. Aaron Childs (*ZIP code: 53805*)

Put some housing there instead of that old building.

6. Anna Meyer (*ZIP code: 53703*)

Madison needs more housing!!

7. Adam Graf (*ZIP code: 53711*)

More housing more housing more housing let it growwwwww

8. Anirudh Desikan (*ZIP code: 53593*)

9. Alex Instefjord (*ZIP code: 53705*)

10. Andrew Lail (*ZIP code: 53703*)

11. Alexander Harding (*ZIP code: 53711*)

We're in a housing crisis! Please build more housing!

12. Alison Pitt (*ZIP code: 53719*)

13. Amber Jankowski (*ZIP code: 53597*)

14. Andrea Strunk (*ZIP code: 53589*)

15. Andrew Mering (*ZIP code: 53704*)

16. Andrew Horn (*ZIP code: 53703*)

17. Andrew Peterson (*ZIP code: 53711*)

18. Aaron Tritz (*ZIP code: 53716*)

19. Asen Erhart (*ZIP code: 53719*)

20. Ashley Dettlaff (*ZIP code: 53719*)

Madison needs more housing

21. Audra (*ZIP code: 53718*)

22. Austin Farber (*ZIP code: 53703*)

23. Bailey Howington (*ZIP code: 53590*)

24. Barbara Lewis (*ZIP code: 53726*)

25. Becki Fiegel (ZIP code: 53705)

There is a shortage of housing in Madison, and creating multi-family/multi-unit housing throughout the city is much needed. Every neighborhood should have a mix of housing types available.

26. Ben Anton (ZIP code: 53704)

27. Bill Norman (ZIP code: 53713)

Madison needs more housing ASAP! This is a high volume corridor with great connections to transit, downtown and employment centers.

28. Benjamin Noffke (ZIP code: 53711)

29. Linda Flanagan (ZIP code: 53566)

30. Brent Sainsbury (ZIP code: 53705)

31. Brian Hardyman (ZIP code: 53517)

Support

32. Brian Brannon (ZIP code: 53703)

NIMBYs are a cancer to our city

33. Benjamin Van Thiel (ZIP code: 53711)

Madison needs more housing and needs to be able to grow the tax base without raising rates.

34. Cailey Jamison (ZIP code: 53704)

35. Claudia Ketcham (ZIP code: 53711)

36. Lindsey Lee (ZIP code: 53703)

37. Cathleen Dettmann (ZIP code: 53705)

Please don't let the NIMBYs prevent this new development!

38. Chase Miller (ZIP code: 53704)

39. Courtney Muehl (ZIP code: 53711)

40. Connor Stone (ZIP code: 53704)

Madison should support the ability of all residents to afford rent and attain home ownership instead of giving in to those privileged enough to have bought years before the housing crisis who believe their privilege gives them the right to leave abandoned lots empty if new housing doesn't meet their aesthetic preferences.

41. Chris Enos (*ZIP code: 53719*)

42. Caitlin Gardner (*ZIP code: 53703*)

43. Chris Anderle (*ZIP code: 53715*)
YIMBY!!!

44. Christopher Hagen (*ZIP code: 53716*)

45. Chyna Benzine (*ZIP code: 53716*)

We need more housing. Period. Housing is a much better use of this space than the nothing that currently resides there.

46. Claire Keiss (*ZIP code: 53590*)

47. Claire Wegert (*ZIP code: 53711*)

48. Colin Koffel (*ZIP code: 53726*)

49. Stacy Meyer (*ZIP code: 53597*)

50. Mark Craven (*ZIP code: 53711*)

51. Soham Dasgupta (*ZIP code: 53703*)

52. David Kohler (*ZIP code: 53711*)

53. Deaken Boggs (*ZIP code: 53711*)

54. Delbert Rittenhouse (*ZIP code: 53563*)

Let them build thee complex

55. Deanna Grimes (*ZIP code: 53713*)

We need more housing.

56. David Roizin (*ZIP code: 53703*)

57. Daniel Raudonis (*ZIP code: 53705*)

58. An anonymous signer (*ZIP code: 53593*)

59. Elise Gorchels (*ZIP code: 53711*)

60. Eric Hatchell (*ZIP code: 53597*)

Great project!

61. Elliott Mattison (*ZIP code: 53711*)

62. Eric Welch (*ZIP code: 53703*)

Build more apartments!

63. Eric Jones (*ZIP code: 53711*)

64. Ethan Linscheid (*ZIP code: 53703*)

65. Jeff Takaki (*ZIP code: 53718*)

66. Fred Turkington (*ZIP code: 53715*)

67. Gabriel Weber (*ZIP code: 53711*)

68. David Sandra (*ZIP code: 53711*)

More affordable housing now.

69. Hana Livingston (*ZIP code: 53704*)

70. Will Hardt (*ZIP code: 53703*)

71. Henry Downey (*ZIP code: 53711*)

All new housing is good housing

72. Hannah Slovek (*ZIP code: 53562*)

73. Doug Huguenard (*ZIP code: 53704*)

74. Ian Jamison (*ZIP code: 53704*)

More housing now!

75. Ryan McGrath (*ZIP code: 53714-3129*)

76. Jacci DeWolfe (*ZIP code: 53590*)

77. Jack Morgan (*ZIP code: 53715*)

78. Jack Kear (*ZIP code: 53703*)

We need more smart housing.

79. Jacob Amell (*ZIP code: 53703*)

80. Jake Malesky (*ZIP code: 53703*)

81. Jim Kreft (*ZIP code: 53715*)

It is essential that we increase density across the city to address our housing crisis.

82. Josh Jankowski (*ZIP code: 53597*)

83. Jared Costello (*ZIP code: 77546*)

84. Jason Zuke (*ZIP code: 53705*)

Madison needs all the housing stock it can get. Build, baby, build!

85. Jacob Harris (*ZIP code: 53711*)

86. Jennifer Morgan (*ZIP code: 53711*)

87. Jenna Harske (*ZIP code: 53719*)

88. Jessica Vidden (*ZIP code: 53704*)

89. Jessica Wartenweiler (*ZIP code: 53703*)

90. Jestoni Losbanes (*ZIP code: 53703*)

I believe in more housing for the people of Madison. Density creates more affordable homes, while creating development that is financially sustainable.

91. Jill Annis (*ZIP code: 53719-3407*)

92. Jill Bowdish (*ZIP code: 53593*)

93. Jim Eisenmann (*ZIP code: 53703*)

94. Julia Steege-Reimann (*ZIP code: 53703*)

95. Jordan Lawrence (*ZIP code: 53711*)

Increasing density will support local business. Let's improve the transit options as well.

96. Jacob Frederick (*ZIP code: 53703*)

97. Jena Sebald (*ZIP code: 53716*)

We are desperately short of housing in Madison and around Dane county.

98. Joe S (*ZIP code: 53704*)

99. Jonathan Morgan (*ZIP code: 53704*)

100. Jon Kelling (*ZIP code: 53719*)

101. Jordan Hosking (*ZIP code: 53597*)

102. Jonathan Stenger (*ZIP code: 53711*)

This is good, common sense reuse of a disused gas station. It will improve the neighborhood and make that intersection more pleasant. Plus we need this exact kind of housing in Madison! Please build this housing.

103. julia gilden (*ZIP code: 53715*)

104. Julia Steege-Reimann (*ZIP code: 53703*)

105. jeff waldman (*ZIP code: 53703*)

106. Kane Casolari (*ZIP code: 53703*)

107. Kara Coffman (*ZIP code: 53711*)

Madison needs to get serious about building housing at every opportunity to address the shortage that contributes to skyrocketing rents.

108. Petr Kashaev (*ZIP code: 53575*)

109. Kyle VonRuden (*ZIP code: 53704*)

110. Keegan Reilly (*ZIP code: 53711*)

I fully support building this apartment complex. The City Council needs to denounce NIMBY-ism and the opinions of those who only care to see their home value increase. Madison has a housing problem and the only solution is to build more housing like this.

111. Kelly Anderle (*ZIP code: 53715*)

112. Karyn Esbensen (*ZIP code: 53705*)

113. Dominick Piekarczyk (*ZIP code: 53593*)

114. Kate Nagel (*ZIP code: 53711*)

115. Kieran Mulligan (*ZIP code: 53705*)

116. Jeffrey Kraus (ZIP code: 53704)

117. Kris Warren (ZIP code: 53716)

118. Mitchell Larson (ZIP code: 53717)

119. Cody Legreid (ZIP code: 53719)

The downtown Madison area needs more condensed housing options. Failing to do so will only have the city spread further outward, ruining the natural beauty that surrounds the city. The cries of a vocal and wealthy minority should not supercede the needs of the many.

120. Lindsay Nigh (ZIP code: 53719)

121. Lisa Calahan (ZIP code: 53713)

We need more housing!

122. Luke Hiltbrand (ZIP code: 53582)

123. Luke Hernandez (ZIP code: 53703)

124. Neil Koven (ZIP code: 53719)

Stop the NIMBYs

125. Madeline O'Connor (ZIP code: 53715)

126. Mason Paccione (ZIP code: 53705)

Housing and rental prices have increased dramatically this past year. New, dense development is necessary to alleviate that, regardless of the opinions of older homeowners. Do we want to exacerbate homelessness in this city? Do you want to discourage younger people from choosing Madison as a viable place to live? If not, then build the damn apartment.

127. Matthew Christian (ZIP code: 53703)

Madison is in dire need of housing. Opposition of this project is from people who only care about themselves, not the betterment of our city as a whole.

128. Matt Frater (ZIP code: 53705)

129. Matthew Holmen (ZIP code: 53703)

130. Matthew Nyberg (ZIP code: 53706)

Housing replacing a vacant lot is a win for everyone but affluent homeowners

131. Matt McKillip (ZIP code: 53711)

I live within 1 mile, and support this petition.

132. Brian McLean (ZIP code: 53711)

133. Megan Orear (ZIP code: 53705)

I live near the proposed construction, and I am in favor. Madison needs to increase its density, and new housing is key.

134. An anonymous signer (ZIP code: 53704)

135. Merina Witz (ZIP code: 53704)

136. Molly Mattaini (ZIP code: 53711)

137. Wendy Miller (ZIP code: 53562)

138. Mitchell Prokop (ZIP code: 53717)

139. Jamie Noxon (ZIP code: 53703)

140. Mary Pustejovsky (ZIP code: 53711)

141. Matthew Sebastian (ZIP code: 53711)

142. Michael Pudelwitts (ZIP code: 53705)

Great spot for an apartment building.

143. Natalie Rittenhouse (ZIP code: 53538)

144. Nate Goethel (ZIP code: 53711)

As a homeowner, more housing is a good thing.

145. Nicholas McCullough (ZIP code: 53716)

146. Nick VanDerwerker (ZIP code: 53726)

Madison critically needs more housing. Little of value will be lost in building a new apartment building at this site

147. Nathan Muchow (ZIP code: 53717)

148. An anonymous signer (ZIP code: 53703)

149. Nathan Riggs (ZIP code: 53703)

150. Oakley Clark (ZIP code: 22304)

151. Owen Zinkgraf (ZIP code: 53703)

152. Jed Robinson (ZIP code: 53715)
End the racist policy of single family zoning

153. Patrick Gokey (ZIP code: 53901)

154. Amy Ochowicz (ZIP code: 53005)

155. Alexander Bea (ZIP code: 53704)

156. Patrick Bartholomew (ZIP code: 53717)

157. Brandon Cook (ZIP code: 53703)
Great project, even better developer

158. Quin Purkey (ZIP code: 53703)
Beautiful site for more homes for Madisonians! More tax revenue for the City! A win win!

159. Kristopher Steege-Reimann (ZIP code: 53703)

160. Robert McPherson (ZIP code: 53717)

161. Robin Rittenhouse (ZIP code: 53563)

162. Ryan Rittenhouse (ZIP code: 53538)

163. Robbie Webber (ZIP code: 53705)
I live close by and have attended the Zoom neighborhood meetings. This is a good project, and I commend the developer for building limited parking. We need more projects like this.

164. Daniel Roller (ZIP code: 53704)

165. Robert Ragan (ZIP code: 53546)

166. Ryan Hartkopf (ZIP code: 53711)

167. Ryan Sendelbach (ZIP code: 53711)
We need more housing.

168. SAM BUSCEMI (ZIP code: 53705)

169. Sam Ederer (ZIP code: 53704)

170. Sean Van Helden (*ZIP code: 53703*)

171. Shayna Medinger (*ZIP code: 53081*)

172. Michaela Friedel (*ZIP code: 53704*)

173. Conor Villarreal (*ZIP code: 53715*)

174. E Jessen (*ZIP code: 53703*)

175. Sofia Tanski (*ZIP code: 53715*)

176. David Rodriguez (*ZIP code: 53704*)

Much needed housing, a no brainer.

177. David Li (*ZIP code: 53711*)

178. Samuel Aizenstein (*ZIP code: 53711*)

179. Sam Dean (*ZIP code: 53703*)

Full support

180. Spencer Garrett (*ZIP code: 53713*)

181. Dean Lederer (*ZIP code: 53562*)

182. Safwan Takar (*ZIP code: 53711*)

183. Tammie War (*ZIP code: 53566*)

Yes!! Would be a great improvement!

184. Chase Cunniff (*ZIP code: 53562*)

185. Tobi Silgman (*ZIP code: 53703*)

186. Tracker Dunn (*ZIP code: 53590*)

I would love to be able to rent in the area, stop gatekeeping with the NIMBYism.

187. Travis Arnold (*ZIP code: 53701*)

I am not currently a Madison resident, but I was previously, and I am planning on moving back later this year. Build the apartments!

188. Travis Tremmel (*ZIP code: 53716*)

189. Ash Harris (*ZIP code: 53717*)

I support more housing development in the city of Madison, more housing is needed to keep our city vibrant.

190. Garrett R Low (*ZIP code: 53719*)

191. Victor Toniolo (*ZIP code: 53703*)

Opposing housing is antithetical to progressive values

192. Wendy Crabb (*ZIP code: 53705*)

Would love to see more housing options for people who want to live on the near west side of Madison.

193. Greg Werth (*ZIP code: 53704*)

HOUSING

194. Whitney Cook (*ZIP code: 53719-4702*)

We need to fix our housing shortage. Please help those in need.

195. Bianca Whitney (*ZIP code: 53711*)

196. Wesley Hoppe (*ZIP code: 53562*)

197. William Taylor (*ZIP code: 53705*)

198. Will Jarvis (*ZIP code: 53703*)

199. Will Ochowicz (*ZIP code: 53711*)

200. Yueshan Wang (*ZIP code: 53703*)

From: [Will Ochowicz](#)
To: [Plan Commission Comments](#)
Subject: Letter in support of 3734 Speedway development
Date: Thursday, March 10, 2022 6:10:17 PM
Attachments: [petition-in-support-of-proposed-housing-on-speedway_signatures_202203101054.pdf](#)
[Speedway development letter.pdf](#)

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

Hello,

Attached are a letter and a petition with 202 signatures in support of the proposed development at 3724 Speedway Road (<https://madison.legistar.com/LegislationDetail.aspx?ID=5449127&GUID=3B38788F-E8CB-4A2F-96F1-0FD70075D555&Options=ID|Text|&Search=speedway>).

Please attach these items to the legistar item.

--

Thank you,
Will Ochowicz
[Madison is for People](#) Lead

From: Kyle Redlin <kjredlin@gmail.com>
Sent: Saturday, March 12, 2022 1:08 PM
To: Vidaver, Regina
Subject: John Fontain Ralty's Dev 3734 Speedway

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

Hello, I attended the meeting last Thursday evening 3/10 that was at the Sequoya Library but had to leave before the meeting concluded. You mentioned that the presentation/slideshow was available somewhere? Could you direct me to that? Thank you for taking the time to meet with the community. I'm sorry it was so heated on certain topics! I am in favor of the development, but would like 1 less story to help with the limited parking and size of structure. And just hope that the entrance to the underground parking remains safe.

Thanks again!
Kyle Redlin

From: [Emily Hauck](#)
To: [Plan Commission Comments](#)
Subject: Proposed 3-4 story apartment blog
Date: Sunday, March 13, 2022 9:17:41 PM

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

I would like to reiterate my opposition to the proposed construction of a 3-4 story apartment/retail building on the site of the former gas station on Speedway Rd. I am not able to attend the meeting as I am out of state until April. The proposed building is completely out of place for our neighborhood of small family homes and it will also create parking problems on Waverly Place where I rely on on-street parking. I also strongly believe that the resale value of my home will decline if a 3 or 4 story apartment building results in apartment dwellers having a view into what has been a very private backyard. I haven't been able to view the "shadow" study, but I can't imagine how this building would fail to create shade in my backyard where I have invested quite a bit of money into plants requiring full sun. Please vote against this project

Thank you
Emily R Hauck

Sent from my iPhone

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

Regina:

I am a homeowner on Waverly Place and have serious concerns about the size, scope and commercial uses of the proposed development of the old gas station at 3734 Speedway Road.

I am formally informing you of my objections to this project in its current form.

Here are my concerns:

1) The size:

The proposed 31 unit, three or four-story building is way too big for that small site. The only way to accomplish that size housing unit with enough parking is to build up, which is incongruous with the rest of the neighborhood. The height will dwarf the adjacent single-story houses and businesses on Glenway Street and Waverly Place.

2) Parking:

3734 Speedway Road is not large enough to accommodate enough on-site parking for 31 housing units. Current zoning requires a minimum of one on-site parking stall per unit and we object to any exemptions to this requirement. It is unrealistic for the developer to be able to market this to city transit services users to reduce vehicle numbers, unless it is required of all residential tenants, then VIGOROUSLY ENFORCED in perpetuity by city personnel.

3) Traffic:

The current proposal calls for no access off Glenway Street, which already has a traffic signal and commercial uses. Speedway is at times very busy and this will force traffic flow onto side streets. This will significantly increase traffic and parking on Waverly Place, a narrow, one block long street with no sidewalks, curbs or gutters. This development, with its woefully short number of on-site stalls, will cause traffic congestion, as well as huge safety problems for pedestrians, bikes and street residents trying to enter and leave their residences.

4) Neighborhood long term plan:

The neighborhood long-term plan that was developed in cooperation with city planning officials, calls for "neighborhood" establishments on this site, such as convenience stores that provide "grab and go" meals, coffee shops and other small businesses that increase the walkability of the neighborhood and the convenience of neighborhood residents. There are much better uses for this commercial space, and will be happily supported and promoted by the neighborhood in particular and residents of the near west side in general.

To sum up, this proposal is a huge negative for the neighborhood in its current form, will reduce property values, and needs a large number of revisions to make it safe, successful and an area asset. If revised properly, I not only will have no objections, but will support the commercial shops to ensure their success.

Thanks for your consideration, and I look forward to a response.

Mark Barnes

From: Emily Hauck <erhauck@gmail.com>
Sent: Monday, March 14, 2022 6:22 PM
To: Vidaver, Regina <district5@cityofmadison.com>
Subject: Re: Proposed 3-4 story bldg on Speedway

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

I am the second house in from Speedway on Waverly. According to these images, my entire house, which currently has a lot of sunlight (one of my reasons for buying it) will lose all sun exposure in the winter and be in the dark. In addition, the projected shade of n the summer is completely unrealistic.
PLEASE PASS THIS ON TO INVOLVED PARTIES AND OPPOSE THIS PROJECT!!!
Thank you
Emily Hauck

Wells, Chris


From: Graham Petit <gpetit@gmail.com>
Sent: Monday, March 14, 2022 1:05 PM
To: Wells, Chris
Subject: 3734 Speedway Road

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Chris Wells and City of Madison Planning Commission,

Overall I am in favor of developing 3734 Speedway Road, especially with commercial space that will serve the neighborhood's needs and increase the walkability of the neighborhood. With that said, the proposed plan in its current form does not comply with city codes or the neighborhood plan, and does little to increase the walkability and commercial space in the neighborhood. I understand that the developer is seeking conditional use variances, which I wholeheartedly object to. If the city allows developers to dictate what is best for the neighborhood we will end up with rental deserts that do little to solve Madison's transit issues while negatively impacting existing residents. As a result, I would like to raise my objections to the requested variances being sought for the development of 3734 Speedway Rd.

If there is anyway I can participate in the planning commission meeting to voice my concerns please let me know.

Graham Petit


Areas of concern:

https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOIICH20--31_CH28ZOCOR_SUBCHAPTER_28DMIIECODI_28.060GEPRMIECODI

28.060 - GENERAL PROVISIONS FOR MIXED-USE AND COMMERCIAL DISTRICTS.

28.060 (h): Compatibility with Traditional Buildings . (See Figure D5.) New development shall relate to the design of traditional buildings adjacent to the site, where present, in scale and character. This can be achieved by maintaining similar, facade divisions, roof lines, rhythm and proportions of openings, building materials and colors. Historic architectural styles need not be replicated.

The proposed development at 3734 Speedway Road does not adhere to this code. The proposed site is 4 stories tall and the rest of the buildings at this location are 2 stories or less.

28.064 - NEIGHBORHOOD MIXED-USE DISTRICT.

(1)

Statement of Purpose .

The NMX District is established to encourage and sustain the viability of commercial nodes that serve the shopping needs of residents in adjacent neighborhoods. The district is also intended to:

The proposed development at 3734 Speedway Road does not have enough space or parking to serve the shopping needs of residents and/or adjacent neighborhoods. The developer himself said the space is designed for someone like a tax preparer or accountant.

(a)

Encourage pedestrian, bicycle and transit use as a means of accessing these commercial areas.

The proposed development at 3734 Speedway Road will not have a commercial space to encourage pedestrian, bicycle, and transit use. The developer stated the space will likely be only big enough to support an accountant. In addition, the metro plan is proposing to reduce the Speedway bus stop to only peak hours, which will make the commercial space's use even less relevant.

(b)

Encourage diversification of uses, including residential, commercial, and civic uses, in order to enhance the vitality and appeal of these areas.

The proposed development at 3734 Speedway Road only includes a glorified closet for commercial space, which will not do anything to encourage a diversification of uses.

(c)

Facilitate preservation, development or redevelopment consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.

The proposed development at 3734 Speedway Road does not meet the adopted neighborhood plan. See neighborhood plan information below.

28.064 (3)

Dimensional Requirements .

Requirements represent minimums unless otherwise noted. Dimensions are in feet unless otherwise noted.

The proposed development at 3734 Speedway Road exceeds the maximum of 3 stories, the proposal is 4 stories.

28.064 (3)(d):

Rear or Side Yard Height Transition to Residential Districts . Where the NMX District abuts a residential district at the rear or side lot line, building height at the rear or side yard setback line shall not exceed two (2) stories/twenty-five (25) feet. From this point, building height may increase at a ratio of one foot of rise to one foot of horizontal distance away from the property line, (a 45° angle) up to the maximum allowed height. Transitions exceeding this height and/or ratio limitation require conditional use approval.

The proposed development at 3734 Speedway Road does not appear to follow this code, and even if it does the 4th floor's shadow during the winter will negatively impact the neighboring property and reduce the joy residents receive from seeing sunlight in the winter. Additionally, the 4th floor will likely prevent neighboring properties from ever being able to pursue solar power due to the shadow it will cast.

28.064 (4)(b)

For the Single-Family Attached, Small Multi-Family, Large Multi-Family, and Courtyard Multi-Family Building Forms, parking shall be located behind or beside each building, below the building, or in a common parking court in the interior of a block. If located on the side of the building, surface or structured parking shall occupy no more than twenty-five percent (25%) of the frontage along the primary abutting street. For Large Multi-Family Buildings, structured parking at ground level shall not be visible on the front façade of the building.

The proposed development at 3734 Speedway Road has its ground level parking visible from the front facade of the building, which is in violation of the code.

https://www.cityofmadison.com/dpced/planning/documents/Hoyt_Neighborhood_Plan2014.pdf

3734 Speedway Road is denoted as site "M3" in the neighborhood plan.

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M3 height is one to 3 stories, also the neighborhood plan specifically calls out that the northern property line should be a maximum of two stories.

The proposed development at 3734 Speedway Road is 4 stories with at least 3 stories on the northern lot line.

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The existing neighborhood commercial node at the intersection of Glenway Street and Mineral Point Road/Speedway Road is a key neighborhood destination and activity center. Long-term redevelopment and reinvestment within this area should focus on maintaining the walkable commercial character with buildings close to the street and parking screened from the surrounding properties. The properties in this area have a high level of interaction with the surrounding residential neighborhoods. Redevelopment proposals should be sensitive to local neighborhood form and character.

The proposed development at 3734 Speedway Road does not fit in with the neighborhood character, with the height of the building being the main concern.

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Limit heights along north property line to two stories. However, the overall height could be three stories, with a setback at the second story, along southern edge of building to take advantage of the grade change.

The proposed development at 3734 Speedway Road is 4 stories with a set back for the 4th floor, which does not comply with the neighborhood plan.