

Keel Family LLC  
PO Box 930313  
Verona, WI 53593

April 27, 2020

TO: Kevin Firchow, Sydney Prusak, Janine Glaeser, Keith Furman, Lance McGrath

Good day,

Keel Family LLC owns the commercial properties at 5600 - 5604 and 5610 Medical Circle, located adjacent to the proposed project at 5567 Odana Rd. We have a number of concerns about the potential impact of this project on the neighborhood and our properties.

First, we believe that a five-story mixed-use building is excessively large in relation to the surrounding one- and two-story commercial buildings on this block. According to City Zoning Ordinance 28.067, commercial corridor transitional district, subsection 4 (a): "Buildings shall not exceed...forty thousand (40,000) square feet gross floor area for a multi-tenant building. Buildings exceeding this size may be allowed as conditional uses..." The proposed five-story building would finish out at 92,897 sq.ft., 232% larger than what the ordinance allows. At four floors, the proposed building would be 188% larger and at three floors it would be 144% larger than the ordinance permits. All requiring a conditional use permit. In our view, a three-story building would be more appropriate for the neighborhood and this site.

Secondly, this project proposes to create 79 apartments: 12 studios, 52 one-bedrooms, and 15 two-bedrooms. There are no other residential units on this block, no on-street parking, and no green space accessible to pedestrians. It is a place where people will need cars. The project proposes a total of 88 parking stalls, or 1.11 parking stalls per unit. Surely many or most of the one- and two-bedroom units will house more than one adult, and each of these adults is likely to have his or her own vehicle. With 79 apartments, 88 stalls seems insufficient, especially when added to the need for commercial parking spaces for the retail businesses on the first floor. We are convinced that this shortage of parking will inevitably result in unauthorized people using neighboring parking lots. We, and the owners of neighboring commercial properties, would be forced to devote our resources to constantly monitoring our lots, potentially impairing our ability to provide adequate parking to our tenants.

We are also concerned about the potential problems with storm water management that a project of this size will entail. We currently have issues of storm run off from neighboring properties running through ours and do not want this project to add to that situation.

Finally, because of the Covid-19 shutdown, the opportunity for dissemination of the scope of this project and for concerned neighboring business/building owners to respond seems insufficient. We have contacted some of these individuals just today, in order to get their feedback, and some were not even aware of the April 23rd virtual meeting let alone the scope and size of this project. We feel it is too soon for the City to make a final decision on the conditional use permit knowing that not all neighbors are even aware of the project. A sound and fair process of information sharing among all stakeholders is imperative. The City of Madison prides itself, and rightly, for adhering to a clean and open planning process. In light of the Covid-19 shutdown, we feel that the rapid timeline of this project should be adjusted.

Respectfully,

Keel Family LLC  
Greg Keel, Bryce Keel, Stuart Keel