

From: Janet Daniel <jm.dn.daniel@gmail.com>
Sent: Monday, November 23, 2020 1:06 PM
To: Planning <planning@cityofmadison.com>
Subject: Objections to development of 4606 Hammersley Rd

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

Dear Planning Commission members.

I ask you to DENY the building permit for 4606 Hammersley Rd. for the following reasons:

(1) the ugly modern architectural style does not blend in with the surrounding area and may increase perceived size of the building

(2) the density of 53 units divided into less than 33,000 sq ft averages to 600 sq ft per unit. Double the density of any other development in the neighborhood.

(3) the close proximity of the exit from basement parking to Hammersley/Pontiac/private drive/SSM parking intersection. That's five sources of traffic in one small area.

(4) parking for guests of those who live in the development will add to the congestion on Hammersley Rd which is already overwhelmed. Add to this the parking needed for those who attend the Masjid us-Sunnah mosque at [4718 Hammersley Rd](#) is NOT closed. Since there are two access driveways, the alternate address is [1122 Starlight Drive](#). I spoke yesterday with the Eman who affirmed they are offering five services a day. But COVID has decreased the attendance. The pressure of cars driving to services while parking on street nearby will resume when COVID vaccine is available. Eventually they will move to the new mosque under construction near Woodmans. It is being built as donations allow, so it's progress is slow.

(5) the height of the building may be legal, but is not appropriate scale for the neighborhood and will shade the nearby homes.

Thank you for voting to DENY the building permit for this catastrophe.
Janet Daniel

From: kim sprecker <kjsprecker@sbcglobal.net>

Sent: Monday, November 23, 2020 11:06 AM

To: Planning <planning@cityofmadison.com>; Henak, Zachary <district10@cityofmadison.com>

Subject: Oppose 4606 Hammersley Rd project tonight

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

I am a resident of Summit Woods neighborhood and have lived here since 2001. I oppose the proposed development at 4606 Hammersley Rd for the following reasons and want you to vote against it:

1) It is out of character with the aesthetics of the neighborhood--too big, too contemporary. It's size, height, and facade do not blend in. It will be an eyesore-- vote no.

2) The density of the building is double that of any other multi-family building in the neighborhood. This building does not belong in our neighborhood. Vote no.

3) Parking is already congested on Hammersley, and the addition of 53 units plus cars will create even more unsafe roads. Vote no.

4) Shade from a 3-story behemoth infringes on the rights of those who already live here. Vote no.

5) Madison already has too many 1-BR apts and doesn't need more, esp. here -- the 2nd out of 100 largest US cities with rental decrease for this size, with prices falling 11.7% year over year in 2020. Vote no.

6) Traffic along Hammersley/Pontiac/Mohican will increase dramatically with this monstrosity, and once Covid subsides, the traffic studies that have been done on these streets will be shown to be inferior because they vastly underestimated the actual amount of traffic these streets hold. Vote no.

7) The light at Nakoma/Hammersley/Midvale does not have a dedicated right turn only lane, which is desperately needs now -- 70% of cars coming to that intersection from Hammersley turn right. Adding this eyesore will exacerbate backups at that intersection. Vote no.

Instead of this proposed blight on the neighborhood, I suggest a 2-story, 12-16 unit building with a design/color compatible with the neighborhood and NO commercial component.

We pay high taxes to live in Madison, and we deserve to have our quality of life protected with the project at this site. Listen to the people who live here. Protect the character of our special neighborhood. Do **not** allow this proposal to move forward.

Reject Ripple.

--Kim Sprecker
4509 Onaway Pass

From: Alan Shackelford <madshack@att.net>
Sent: Saturday, November 21, 2020 4:11 PM
To: Planning <planning@cityofmadison.com>
Subject: No no no!!!

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My name is Alan Shackelford, emailing to express my OUTRAGE at the proposed apartment building at 4606 Hammersley. Why should the beautiful, peaceful character of our neighborhood be forever ruined to fulfill one developer's bad idea? Why should hundreds of people in the Pontiac Trail area be sold out?

It seems as if developers (and money) call the shots in Madison these days. Screw the people. It's disgraceful. Shame on this whole ill-conceived project!

From: SUSAN VILBRANDT <suevilbrandt@me.com>
Sent: Sunday, November 22, 2020 9:19 AM
To: Plan Commission Comments <pccomments@cityofmadison.com>; Planning <planning@cityofmadison.com>
Cc: Henak, Zachary <district10@cityofmadison.com>
Subject: 4606 Hammersley Rd development

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

Dear City Planning Commissioners:

I write to express strong opposition to the high density apartment development at **4606 Hammersley Rd.**, which is probably the **least desirable location** of all the new apartments coming online today.

It would sit just a couple hundred feet from the S. Beltline Hwy where it intersects with Verona Road. There is **no sound barrier** unlike other residential areas bordering the Beltline. Above the **constant roar of traffic**, residents will be treated to a night-long **cacophony of truckers' Jake brakes, cars and motorcycles racing, emergency vehicles** racing to and from car crashes and fires, and most especially, **screaming ambulances** coming into town from all directions.

It's not appropriate the warehouse people under these conditions. This location has **limited access to public transportation** and is practically a **food desert**, with very few shopping/dining options within walking distance.

Madison was recently pegged **#2 of the 100 largest cities** with the **highest decrease in rental market rates for 1-bedrooms, falling by 11.7%** year over year (<https://www.nbc15.com/2020/09/23/madison-ranked-2nd-in-biggest-rent-price-decrease-for-1-bedroom-apartments/>). We can expect that decline in rental market rates to further accelerate with low mortgage rates and the current boom in home buying. This is happening in cities around the country!

This developer came a little late to the game. Is there some 'invisible hand of the market' creating another bubble about the burst?

On a personal level, the neighborhood is extremely concerned that **cut-through traffic will disrupt the quiet street we all enjoy**, with motorists racing to find the fastest route available out of the immediate area.

Thank you for taking the time to consider these points. Please don't approve this project!

Susan Vilbrandt
938 Pontiac Trail
Madison WI 53711

From: JoAnn Stielstra <joann.stielstra@gmail.com>
Sent: Sunday, November 22, 2020 10:55 AM
To: Planning <planning@cityofmadison.com>
Subject: 4606 Hammersley Rd

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Hello,

I am a 20 year resident of the Summit Woods Neighborhood. I live at 13 Nokomis Ct. I walk daily in the neighborhood with my dog. I am concerned about the impact a 53 unit apartment building will have on life in the neighborhood, specifically, increased traffic, and with the proposed sidewalks going in, likely increased speed along Pontiac and Hammersley. The density of this housing project for the neighbors, is also concerning. There are a lot of apartment buildings in that area, this one is taller and bigger than any of them. I understand the developer has adjusted the plan to include more parking on site but, given the location and neighborhood, the people living there will be dependent on cars and more cars will increase street parking. I also wonder at the idea of commercial space in that back pocket area. The Dorn Hardware strip mall, with greater visibility and accessibility, always has vacancies. I understand the commercial space is required but I am concerned it will be another vacant space.

Thank you for your time, I am registered for the meeting but I will not be speaking.

JoAnn Stielstra

From: Jon Stielstra <jon.stielstra@live.com>

Sent: Sunday, November 22, 2020 12:11 PM

To: Planning <planning@cityofmadison.com>

Subject: 11/23/20 mtg agenda item 62600 4606 Hammersley Road (development of 53-unit apartment building)

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

Hello,

The building currently proposal (3-story, 53-apartments) is too tall and too large (too many units) for the site. It is much, much denser occupancy than anything in the neighborhood, and it is shoe-horned into the 33,000 sq ft available space, leaving little open space and open grounds. The proposed building is very incompatible with the neighborhood.

The site can appropriately handle a 2-story building with 12-16 apartments, and that would enhance the neighborhood.

The estimate of traffic impact on Pontiac Trail seems to be wishfully favorable to the developer's proposal. I don't trust it, and is toothpaste that cannot be put back in the tube. The change in traffic is a BIG RISK to the current tenor and safety of the Summit Woods neighborhood.

Jon Stielstra
13 Nokomis Ct
Madison 53711

From: Kathryn Pensack <katpen7@gmail.com>

Sent: Sunday, November 22, 2020 2:44 PM

To: Plan Commission Comments <pccomments@cityofmadison.com>

Subject: Weak support for Agenda #18 legistar #62600, 4606 Hammersley on PC Agenda 11/23/20

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To the members of the Plan Commission, I am writing to register my weak support for Agenda #18 legistar #62600, 4606 Hammersley on PC Agenda 11/23/20. This project achieves some goals of environmental sustainability while missing major ones.

As a member of 350Madison I am most concerned with the environmental sustainability of the project.

It does meet the desires of urban landfill but has placed the project in an area without many walkable nearby resources. There is also little public transportation with only one main bus line within a short walk. Some adjacent streets lack sidewalks.

Added to the transportation issues is a garage with 9 more parking spaces than the number of apartments and no mention of EV charging spaces.

It is not readily apparent in the project plans exactly what elements have been put in place to conserve energy. Is this an all electric building ready to accommodate solar or other renewable energy? I believe not. Is the building envelope as energy efficient as possible? I can't tell from the project plans. Does it have energy efficient appliances or lighting?

There is little truly usable green space, no green roof, no solar panels, no heat exchangers, no EV charging spaces.

I'm not able to really evaluate this building's environmental sustainability from my reading of the project proposal other than to see it missing major pluses like solar. This makes it hard to fully oppose but I do not see this project being built with much regard for the 100% Renewable Madison Plan. I hope the members of the Plan Commission have much more environmental information when making their decision than I found.

Thank you for your attention and efforts,

Kathryn Pensack
207 n. Dickinson #1
Madison WI

From: [Firchow, Kevin](#)
To: [Punt, Colin](#); [Cleveland, Julie](#)
Subject: FW: 4606 Hammersly
Date: Friday, September 25, 2020 3:26:28 PM

For Hammersly

From: Tia Endres <tiaendres@gmail.com>
Sent: Wednesday, September 23, 2020 9:35 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>; Henak, Zachary <district10@cityofmadison.com>
Subject: 4606 Hammersly

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Kevin and Zach,

We would just like to say we are surprised at how negative some of our neighbors have been about this development. We think that this development will actually be very beneficial to the neighborhood, and think a number of neighbors agree as well.

We think the traffic study has been very informative. It's great to have actual data. Kelly was very knowledgeable, and was great at answering questions. It definitely helped ease any worries we had.

We don't see the three stories as being an issue, especially given its location and size of surrounding buildings.

We think the proposed building looks very nice and would not be obtrusive to the character of the neighborhood.

We just wanted to share our positive feedback on the project since it seems like you are mostly getting negative.

Thank you both for your time with the neighborhood!

Tia & Phil

P.S. For the Pontiac Trail project, we would love to have sidewalks even on just one side down Pontiac. That would dramatically increase the level of safety we feel walking our dog down the street, especially at night. But, we could live without the speedbumps... Thanks!!!

Punt, Colin

From: Firchow, Kevin
Sent: Friday, September 25, 2020 3:26 PM
To: Punt, Colin
Cc: Cleveland, Julie
Subject: FW: 4606 Hammersley

Follow Up Flag: Follow up
Flag Status: Flagged

I'm sending a few comments that should be compiled for when this is submitted.

From: Bruce Becker <bruce.becker1@yahoo.com>
Sent: Wednesday, September 23, 2020 4:35 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: 4606 Hammersley

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

Hi Kevin,

My name is Bruce Becker, Partner in Becker Associates. We have built 9 red brick buildings on Hammersley and Heritage circle.

The existing Ripple apartment buildings located at 30 and 32 Heritage circle have never provided enough parking for their tenants. This is either caused by the sheer number of cars per unit or the fact that Ripple charges for the surface spaces and tenants opt out. This has continuously been a problem in the snowy months with barely one lane open to drive. The Ripple tenants park on the circle leaving no room for two cars to pass. My tenants have often complained and wonder what would happen if a firetruck needed to gain access to the circle. As you know the city plows circles last, leaving a ice rutted one lane path. My questions revolve around the allotted parking spaces per unit. With many people getting together to share apartments, will there be enough parking? Can the parking be limited to the building sight? Will the rent include parking so as not to charge so much that people park elsewhere.

Setback from Heritage circle

There is a lot of extra neighborhood traffic do to the Mosque and the bike path. The sight lines coming out of Heritage circle are not good looking to the west. Can the overall design please take this into account for safety of everyone.

Thank you,
Bruce Becker

Punt, Colin

From: Drew H <drewhansiii@gmail.com>
Sent: Monday, August 10, 2020 8:54 PM
To: Punt, Colin
Cc: Henak, Zachary
Subject: 4604 Hammersley

Follow Up Flag: Follow up
Flag Status: Completed

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Hello Mr. Punt,

I appreciated the neighborhood meeting today but missed the beginning of the meeting when it must have been explained how to "raise your hand" to speak.

I live along the Summit Woods portion of Yuma Drive so any traffic on Pontiac Trail that was at the center of so much talk during the meeting passes my home too. These traffic issues can be resolved with three neighborhood improvements:

1. Add a few speed bumps on Yuma Drive and Pontiac Trail (my neighbor and I are ready to sign up for a speed bump in front of our homes);
2. Add a sidewalk or bike lane along one side of the entire length of Pontiac Trail; and
3. Increase the amount of time cars can turn left from Hammersley onto northbound Midvale.

That said, I do agree to a slight degree with some of my neighbors about the number of residents who would live at 4604 Hammersley and the height of the north ends of the building. I recommend a bigger step back from the two north wings so that the three story portion is along Hammersley only. Which would slightly decrease the number of residents/cars so that the 53 lower level parking spaces would be greater than the number of units by a few.

I also agree with concerns about the balcony overlooking the residence on Pontiac. That balcony should be eliminated from the design.

I was grateful to Alder Henak for raising the sustainability issue from the beginning. The designs need to include significant stormwater management features including at the expense of grass lawns. It's insulting to hear that the current site has no stormwater management considerations so anything that happens at the site would be a stormwater management improvement. Stormwater that is generated at the site should stay at the site except perhaps at a 20-year flood event.

Mention was made of brick masonry but I want to make sure that it is real brick masonry and not veneer faux brick.

The building is a part of two street intersections and as such needs to make some architectural recognition of those intersections. The building sketches shown do that, to a small degree, with the use of wood-color siding in those corners. I appreciate your effort in that regard and would appreciate any more you can do to accentuate those southeast and southwest corners.

Thank you for the opportunity to comment.

Sincerely,
drew hanson
4422 Yuma Drive
Madison, 53711

From: [Mya Starling](#)
To: [Plan Commission Comments](#)
Subject: Response for 4606 Hammersley Proposal
Date: Thursday, November 19, 2020 8:06:23 PM
Attachments: [4606 Hammersley Development Response.docx](#)
[4606 Hammersley Development-Neighborhood Feedback - Comments and Charts.xlsx](#)

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To Whom It May Concern:

Please accept the following response to the proposal to develop 4606 Hammersley Rd (agenda item #18, 23 Nov Plan Commission meeting). Attached are my response (Word document) and a supporting Excel spreadsheet with comments from neighbors (comments are contained in the response as well, this is for ease of search/sorting if needed). Lastly, due to the size of the files, I am providing a link to scans of neighborhood petitions [here](#) in support of the response document.

If you have any questions or concerns, please do not hesitate to contact me.

Thanks,

Mya

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MYA J. STARLING
P | 360.528.9993
E | myajstarling@gmail.com

Dear Madison City Plan Commission:

I am writing in opposition to the current development proposal by Tom Ripple and Ripple Management for 4606 Hammersley Rd. In the following document I am providing empirical evidence as well as Summit Woods neighbors' feedback to support the claims that (a) the development as proposed is radically incongruent to the current structures, land use intensity, and the look-and-feel of the neighborhood, (b) the development as proposed will create traffic issues, despite claims from a traffic study that examined the impact of a new structure at two times of day during a global pandemic, (c) the development will result in severe parking impacts because of additional parking demands as well as the displacement of current parking for commercial clients, and (d) the combined impact of increased traffic and strains on parking will result in dangerous conditions on Pontiac Trail for pedestrians and drivers alike.

Residents in Summit Woods including me welcome the development of this property in a way that is compatible with and ideally increases the vibrancy and walkability of the neighborhood. Even with proposed modifications to the plan, the development as proposed would reduce the livability and negatively impact the character of the neighborhood.

If you have any questions or need any supporting information, I will be attending the meeting on Monday and would be happy to address your concerns.

Best,

Mya J. Starling
(360) 528-9993
Myajstarling@gmail.com

This structure is incompatible with the existing structures and the look-and-feel of the neighborhood.

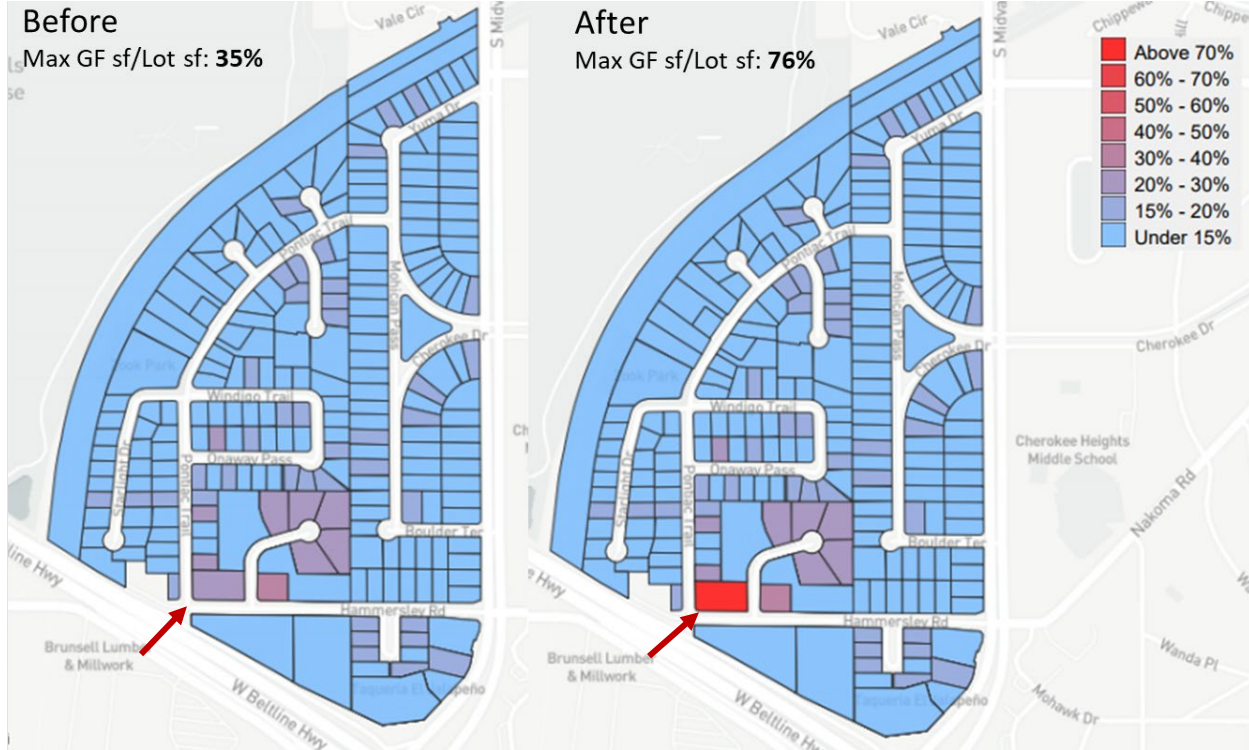
As stated by residents in two neighborhood meetings, the structure is too tall for the neighborhood. Currently, the tallest structures in the neighborhood are two stories: SSM Health and the apartments and condominiums along Hammersley Rd, Jewel Ct., and Heritage Circle. The proposed construction would be the tallest structure in the entire neighborhood and would dwarf existing structures.

To illustrate this, a parcel map of Summit Woods color-coded by the number of stories per building is provided below. In the first image, the majority of parcels have one-story buildings. Several are 1.5 and the tallest structures are two stories. Mr. Ripple’s proposal would introduce the only three-story building to the neighborhood.



The lot percentage for the proposed structure is also far too dense and is incompatible with current structures in the neighborhood. Currently, the maximum ground floor: lot square footage of any structure is 35 percent. What is being proposed is more than twice that at 76 percent.

Below is a map showing the land usage of each parcel in Summit Woods. Land usage currently ranges from 0% for Residential NEC parcels to 35 percent for apartment buildings and condominiums. The percent lot usage for the proposed construction is so much higher than for any other parcel that visual buffers are nonexistent in comparison to any other existing parcels. For a visual comparison, refer to [Appendix A: Visual Incongruity of Proposed Structure](#).



The mockups of the proposed building do not incorporate the existing structures in the neighborhood. To illustrate how this building would interact in this space, we superimposed the building development on the existing space, accounting for the estimated height of the building in relation to existing structures.

The photograph on the left is of the EBi building. The composite on the right shows the proposed building superimposed, accounting for the height of the building and distance from the sidewalks and curbs.



To further illustrate how this building would dwarf existing structures, in the before image, the house across the street is slightly taller than the EBI building. The proposed development would have a visual impact of more than twice the height of the residence on the other side of Hammersley.



Neighborhood Response to the Design/Plan of the Structure

When surveyed, 84 percent of Summit Woods residents felt this development would impact the feel or identity of the neighborhood to a great or moderate extent ([Neighborhood Voices Part 1 - Comments from Summit Woods Neighbors: Survey Summary](#)).

When asked to indicate what modifications they would make to the existing proposal, 69% indicated fewer residential units, 65% wanted a smaller footprint, 57% said the structure should have fewer than two stories. It should be noted that since the survey was conducted, the number of units in the proposed development has been reduced from 55 to 53.

Comments from residents regarding this and other topics can be viewed in [Neighborhood Voices Part 3 - Comments from Summit Woods Neighbors: Content Analysis](#).

Comparison of the proposed one-plus-five structure with neighboring architecture can be reviewed in [Appendix A](#)

Traffic Will Increase

Most Residents Will Have Cars

There has been a stated assumption that a good number of residents of the 53 apartments will not own cars or will not be driving exclusively which will reduce the impact of traffic. Based on the characteristics and location of the neighborhood, the price point of rentals in the housing development, and nearby local amenities this would most likely not be the case.

According to a 2011 Brookings Institute study,¹ the primary indicator of car-free households in Madison, WI is that they are low income (78% of car-free households). If the current development is to be rented at market rate as Mr. Ripple indicated, it will preclude occupancy of over ¾ of car-free households. The possible car-free residents with the income required to live in a market-rate apartment would most likely have the expectation of a walkable neighborhood with local amenities and access to public transit. Theoretically, the neighborhood would need similarities to locations rated as car-free amenable such as South Campus, Marquette, and Hill Farms²: abundant public transportation, walkable restaurants, coffee shops, markets, and entertainment. The advantages for car-free residents in Summit Woods are superior bike access (albeit in good weather); a local mini-park; and a nearby strip mall, Brookwood Village Shopping Center, that primarily caters to the local Hispanic community. There are no nearby cultural or entertainment options. A website that ranks neighborhood walkability gives the location a low transit score, presumably because bus

¹ Tomer, Adie. Transit Access and Zero-Vehicle Households. Metropolitan Policy Program at Brookings. https://www.brookings.edu/wp-content/uploads/2016/06/0818_transportation_tomer.pdf. Accessed 17 Nov 2010

² Woods, Alan. Where to Live in Madison WI Without A Car. Movoto Real Estate. <https://www.movoto.com/guide/madison-wi/where-to-live-in-madison-wi-without-a-car/>. Accessed 17 Nov 2020

transportation hinges on the 7 and 18 lines, for which many work commutes along the Beltline require significant travel by foot.^{3,4}

If it is as claimed that this development would attract Epic workers, it is highly doubtful residents would be car-free, as a one-way bus trip would be at a minimum 1 hour and 22 minutes and require at least one transfer.

Pontiac Trail will be Impacted as well as Hammersley

KL Engineering conducted a traffic study that included the following statement about the potential traffic impact on Pontiac Trail: "[W]e anticipate that the majority of motorist [sic] will choose to use Hammersley Road. Additionally, from this location, Hammersley Road provides faster travel times and signalized, protected (green left-turn arrow) access for traffic headed from the development to S Midvale Blvd."

While as a neighborhood we do not have the resources to conduct our own independent traffic study, we can offer something that KL Engineering cannot: decades of collective experience living in the neighborhood. While neighborhood egress via Hammersley may offer 'faster travel times' and 'signalized access,' their study ignores the following:

- Neighbors living on Heritage Circle, Hammersley, and Pontiac all regularly use Pontiac Trail to the Yuma/Midvale intersection to travel northbound on Midvale to popular destinations like Hilldale Shopping Center and downtown Madison.
- Egress from the neighborhood via Pontiac to Yuma/Midvale is a left hand turn without the hindrance of a traffic light and with the protection created by an adjacent heavily traversed crosswalk (the Commuter Path) that stops oncoming traffic more frequently than the Hammersley/Pontiac light provides a green arrow.
- Congestion at the Hammersley/Midvale intersection creates pressure to select alternative routes out of the neighborhood.
- KL Engineering only considered neighborhood egress, not ingress. When traveling southbound on Midvale, access to the neighborhood is a righthand turn onto Yuma with low traffic congestion.

When surveyed, almost 90 percent of respondents anticipated this development affecting traffic on Hammersley and Pontiac as well as increasing congestion at the Hammersley/Midvale intersection. A full survey analysis is provided in the section [Neighborhood Voices Part 1: Survey Summary](#).

Parking will be Severely Impacted Due to Both Displacement and Increased Residency

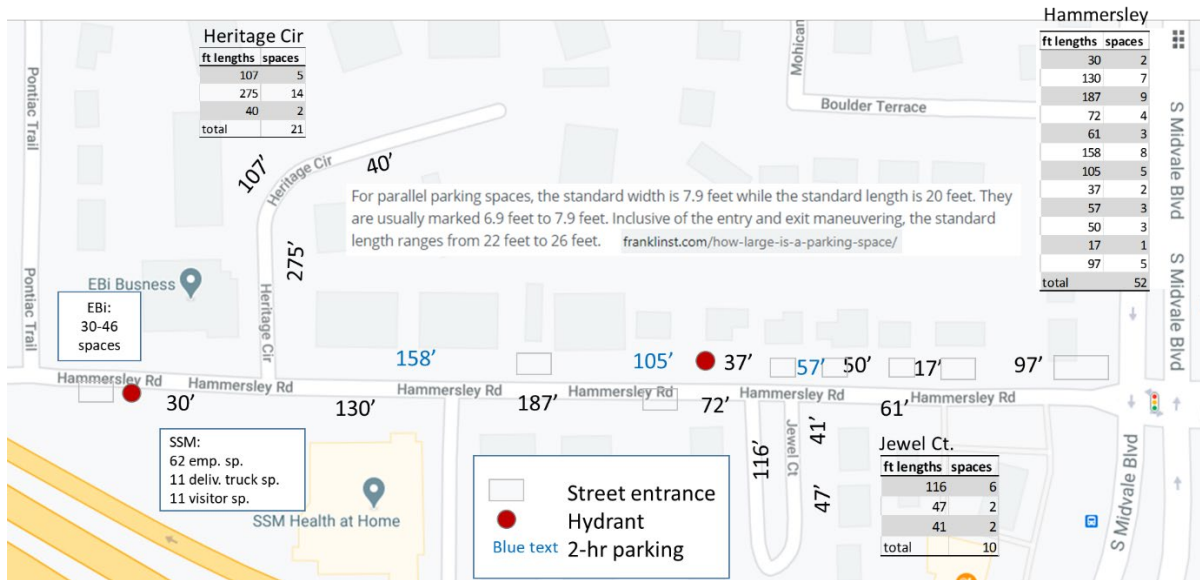
Assuming a standard parking space length of 20 feet, there are 83 parking spaces along Heritage, Jewel, and Hammersley shared between residents and SSM Health. When alternate parking is in effect, this is reduced to 42-49 spaces, depending on the day.

The development proposal has been modified to increase the number of spaces provided for residential and commercial tenants from 53 to 73 spaces. 1.4 spaces per unit is close to industry standard and will dramatically reduce the direct impact on parking from tenants in contrast to the original proposal. However, there are multiple indirect impacts. While there will be the obvious additional parking strain from guests and deliveries, it must be mentioned that SSM Health is

³ <https://www.walkscore.com/score/4606-hammersley-rd-madison-wi-53711>. Accessed 17 Nov 2020.

⁴ Feasible commutes to employment hotspots along the Beltline range from Exact Sciences (Forward Dr. location, either 15 min by bike in good weather or 30 min by bus, including a mile total walk) to Greenway Station/WTC (1 hour one-way commute by bus with at least one transfer or 50 min by bike). <https://www.google.com/maps/>

currently leasing the EBI parking lot.⁵ When SSM Health is fully staffed, its employees completely fill the SSM lot as well as most of the 30-46 spaces (depending on how drivers park) in the EBI lot. With the development of this parcel, SSM Health will add an additional 20-30 cars to on-street parking. For most of the year, this will present a significant strain on parking that is already tight due to Nakoma Commons' and Heritage Circle apartments' on-street parking needs. With alternate-side parking in winter, this will constitute a parking crisis, with SSM health demanding the majority of available on-street parking due to their displacement from this lot.



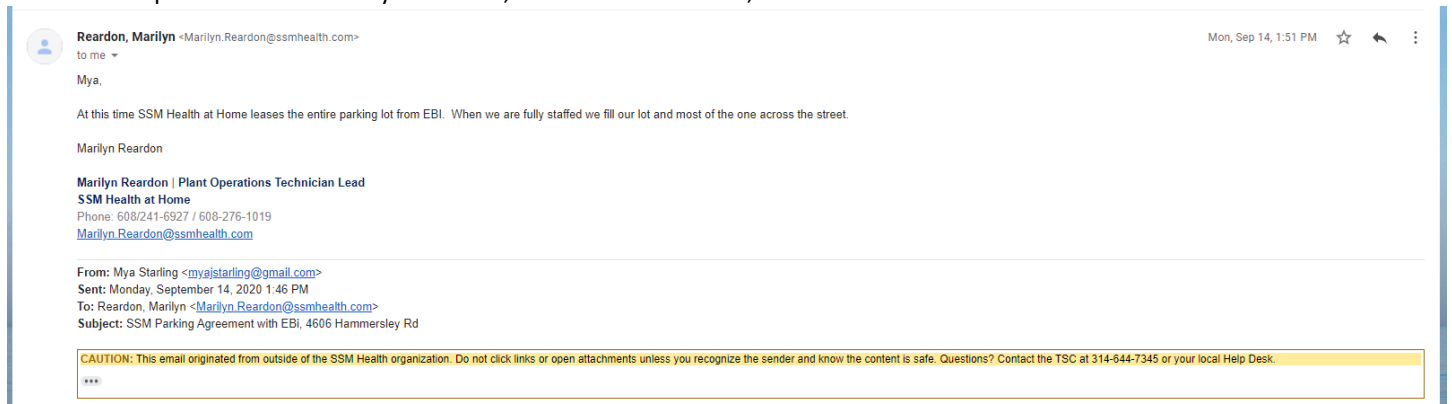
With the added strain to an already difficult parking situation on Hammersley, Pontiac, and Jewel, residents and SSM workers will seek parking further down Pontiac Trail thus creating a more dangerous environment for both pedestrians and drivers.

Comments from residents regarding this and other topics can be viewed in [Neighborhood Voices Part 3 - Comments from Summit Woods Neighbors: Content Analysis](#).

Increased Traffic and Significant Added Parking on Pontiac will Create Dangerous Conditions for Pedestrians

Pontiac Trail is a 21-22-foot-wide rural road that lacks sidewalks and is bordered with 30+ year old trees. Where cars are parked along the side of this road, two-way traffic is impossible. Pontiac is also a road where many children play, neighbors jog and walk their dogs, and bicyclists ride for exercise or to access the Commuter Path. Parked cars create blind spots for drivers and create obstructions that cars, bikes, and pedestrians must navigate.

⁵ Email correspondence with Marilyn Reardon, Facilities Coordinator, SSM Health at Home



It could be argued that Pontiac should be widened to allow for increased traffic and parking; however, Pontiac Trail is a key thoroughfare in Summit Woods that sustains several of the primary characteristics of the neighborhood that make it distinctive and special: a quiet oasis close to the Beltline protected from its din by tree cover; gently curving wooded shade-covered streets; safe areas for children to play and for pedestrians and cyclists to travel.

Neighborhood Voices Part 1: Survey Summary

All Summit Woods neighbors were invited by flyer, Facebook, and Next Door to complete a brief survey. The primary goal was to assess what issues were important to residents, what changes if any they would want seen in the proposal, and what types of commercial enterprises they felt would complement the neighborhood.

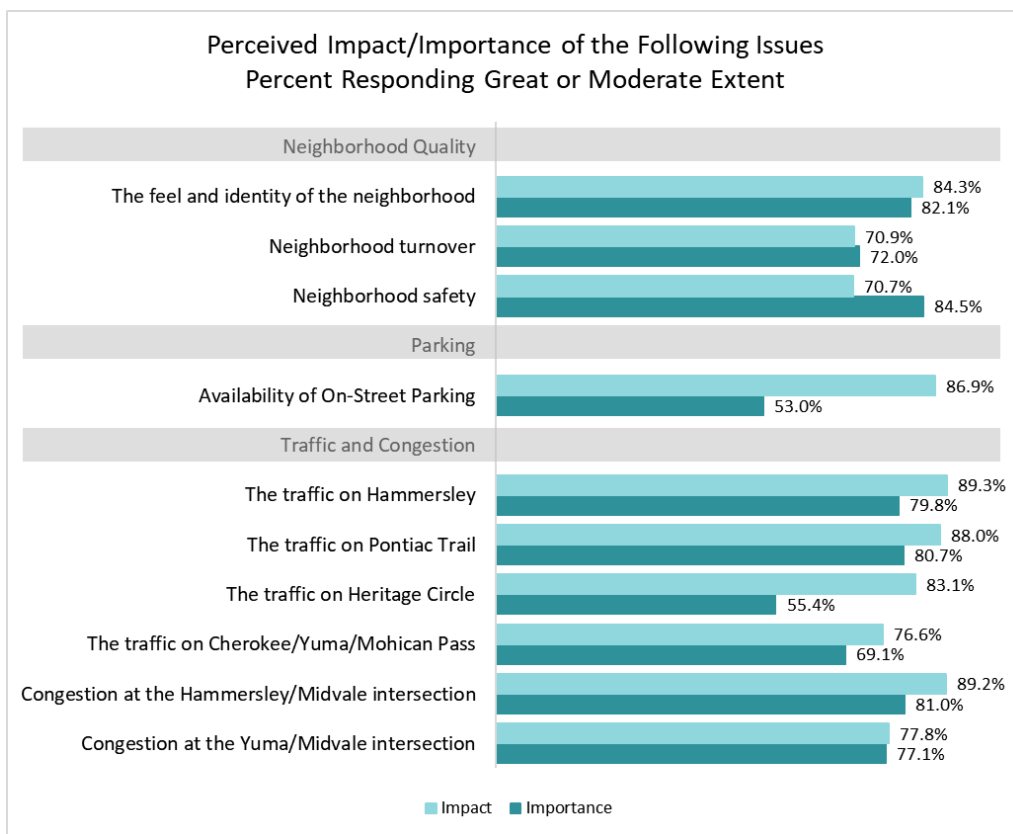
The online survey instrument can be viewed here: <https://forms.gle/cY2nJ4LhiW1szrt36> and a sample of the paper survey is provided in [Appendix B](#). Of the 726 residents of Summit Woods,⁶ 84 responded resulting in a 12 percent response rate which is typical for a non-incentivized survey.

What do Neighbors See this Development Impacting and How Important Are These Areas for Them?

Most respondents see this development affecting neighborhood livability with the feel and identity of the neighborhood most affected (84 percent), followed by neighborhood turnover and safety (71 percent).

Eighty-seven percent of respondents see this development notably affecting parking and only 53 percent indicated this was important to them. It should be mentioned that the importance of the parking impact will likely be reduced the farther a person resides from the proposed development.

Almost 90 percent of respondents foresee this development affecting traffic on Hammersley and Pontiac as well as increasing congestion at the Hammersley/Midvale intersection.



⁶ 2016 ACS data from "Summit Woods, Madison, WI Demographics" Area Vibes Inc., www.areavibes.com/madison-wi/summit+woods/demographics/. Accessed 17 Nov 2020.

What Modifications Would Be Needed for the Current Proposal?

Respondents were asked to choose from a list of potential modifications to the proposal based on concerns addressed in the neighborhood Zoom meeting on 10 Aug. When consolidating responses by theme, 87 percent of respondents indicated the development should be smaller ('The building should have no more than two stories.,' 'The building should have a smaller footprint/there should be more of a buffer area around the building.," 'There should be fewer residential units.'). Sixty percent said there should be more underground parking, although it should be noted that since the survey was administered, the parking has been increased by 20 spaces to a total of 64 underground spaces and nine surface spots. The percentages are summarized in the adjacent table. Two options, modification of the roof deck and parking access are greyed out because after survey closure, these were altered in the proposal.

'Other' responses were as follows:

Traffic noise has grown on Heritage Circle - the people in these new residences would have constant noise pollution, especially from the motorcycles and air-braking semis.
The building should have a smaller footprint/ there should be more of a buffer area around the building.
Support for Section 8
Residential privacy is first priority.
No underground parking. Fewer apartments. No commercial space.
No cutting trees on Pontiac Trail, Boston Ct., Rosewood Ct.
Need surface parking for residents, guests, commercial space
I strongly oppose the proposed development on 4606 Hammersley Road! This will negatively affect our quality, safety, and beauty of our community. I absolutely DO NOT want to lose significant portions of our yards and 30 plus year old sacred trees...
I am more concerned about the changes to Pontiac Trl and connected roads. I would prefer not to influence this content.
Have third floor only along Hammersley
Instead of rentals, condo units to be purchased to help keep families invested in the neighborhood. Too many rentals have been constructed recently leaving few properties for families to purchase in town.

87%	The development should be smaller
60%	More underground parking provided.
60%	Better privacy/security for current residents.
55%	Specifically address sustainability.
52%	More larger apartments for families
45%	More commercial space
2%	The proposal is fine the way it is.
35%	The roof deck should face a different direction.
33%	Access to the underground parking should not be from Heritage Circle.

All survey comments are provided in spreadsheet format as well for ease of review and access.

A Commercial Presence is a Given. What Commercial Enterprises Would Work Best for the Neighborhood?

Respondents were asked to indicate what commercial presence(s) would be an asset to the neighborhood. The majority (60 percent) of respondents would welcome a restaurant or coffee shop. Other options were selected but no others reached a majority.

60%	Restaurant or coffee shop
36%	Professional services (e.g bank, lawyer, tax prep, medical services, vet)
30%	Other food retail
26%	Office space
25%	Retail services (e.g. dry cleaner or pack and ship location)
18%	Athletic facility
14%	Convenience store
14%	There is no retail space that could benefit the neighborhood
12%	Other
10%	Merchandise retailer

Twelve percent (N=10) indicated 'Other,' and there was an additional option to comment on commercial options. Comments from these two questions are presented together. All survey comments are provided in spreadsheet format as well for ease of review and access.

EBI was on this site for years and I don't know of anyone in the neighborhood who benefitted from its' presence. Why on earth should commercial sites be added to a structure that sits on top of homeowner's properties. The Ripple Project should not go through as designed. Why not turn the property into a neighborhood garden area? If the City has the money to relocate four homeowners bordering the Beltline, then why couldn't they purchase the EBI site to be used in a positive way by the neighbors?
This should be redeveloped into a neighborhood playground, green space or community garden. This area should not be redeveloped to include commercial because of the increased traffic and decreased safety of the many children & families in the neighborhood.
Parking ramp: Heritage Circle already needs 5-10 MORE parking spots than are available. So does the business and temple: meaning the area could ALREADY utilize an extra 30 parking spaces!
There will already be so much more traffic that we shouldn't have businesses that attract lots of in and out traffic. It would be best to have a business or two that attract pedestrian traffic from all of the surrounding apt buildings.
Community Art & Music classes
daycare, especially if 2-3 bedroom apts will be the norm.
Food coop would be great.
Grocery
NO national chains. local small business only
No Commercial Space period.
It would be a mix of nearby services that would benefit our neighborhood.
A restaurant or coffee shop would provide a sense of neighborhood. I doubt if any of the other suggestions would.
Having a coffee shop/cafe within safe walking distance would be a great place for the neighbors to hangout.
Businesses that require little parking and handicapped parking spaces. For instance an investment firm that has few Staff in office And agents are out in field. Any food service with delivery and pick up service only.
I am concerned with increased traffic in and above what will come into the neighborhood with the additional living units. I would like to see something that has the potential for foot traffic, neighborly gathering space for the community to get to know and support each other.
I think any commercial space that can reduce car traffic and/or increase the walkability of the neighborhood would benefit the community.
if there has to be commercial space in the development it should be limited to businesses that would bring in limited traffic/parking to the area.
insurance, investment services, etc.
No No No' to convenience store
Other food retail should be appropriate to current cultural residents, mainly halal to support Muslim neighborhood
More commercial would mean less units which is needed. Less units means less traffic and Parking issues which is needed.
The main objective of the choices should benefit the people living in the neighborhood and not others.
There is currently only one specialty market access to food without crossing Midvale or beltline. Closer would be great for kids. Location is visible from beltline which can advertise to those outside of neighborhood.
We have limited food and drink options within walking distance in our neighborhood and I think we would benefit from something of that nature.

Neighborhood Voices Part 2 – Neighborhood Petition

Neighbors were given the option to sign a petition opposing the proposal. Petition language delineated the aspects of the development proposal for 4606 Hammersley that ran counter to conditional approval requirements, the CC-T district Statement of Purpose, and the 2018 Madison Comprehensive Plan guidelines for community development.

To maximize distribution, the petition was offered in an online format as well as in paper form. As the pandemic worsened, residents were given individual copies of the petition to sign and return to minimize contact and exposure. These were distributed before modifications to the proposal were made so it still reflects 53 parking spaces, a north-facing roof deck, and parking access via Heritage Circle.

Petition signatures were de-duplicated, non-residents removed, and signatures tallied. A total of 86 neighborhood residents' names (online) and/or signatures (paper copies; 12 percent of residents overall) were collected in opposition of the proposal. The names of residents who completed the online petition can be accessed here:

<https://docs.google.com/forms/d/12uOnioGdrJg0blgPwYedOWH9oqYDFT6oREF27P8wI58/edit?usp=sharing> and the scanned copies of paper petitions are provided as a separate attachment.

The petition language with associated references is provided below:

We the undersigned oppose Ripple Management's current development proposal for 4606 Hammersley Road. We welcome development that enriches our community and are committed to work with the developer to create viable solutions that benefit the interests of our neighborhood, commercial and residential tenants, and the developer. But as it stands, the current proposal will diminish the quality of our neighborhood and threaten the quality of life and safety of all our residents.

As planned, this one housing development will constitute 10% of the entire population of the Summit Woods neighborhood.⁷ This development runs counter to the guidelines set forth in the City of Madison Comprehensive Plan, the Statement of Purpose for Commercial Corridor – Transitional-zoned properties, and conditional use approvals, as specified in the footnotes. Our objections are as follows.

(1) Because of the location of this proposed construction, it is expected that most residents will rely on a car as transportation, therefore adding over 80 cars to the neighborhood. Current Summit Woods residents, including those living on Heritage Circle, use the thoroughfare from Pontiac Trail to access Midvale in addition to the Hammersley access. It is very likely that residents on the corner of Pontiac and Hammersley will use Pontiac Trail to access Midvale, as all current residents do, creating a notable uptick in traffic on Pontiac Trail.^{8,9}

(2) Pontiac Trail is 21 feet wide and lacks sidewalks. At multiple times during the day, children can be seen playing, riding bikes, and walking in the streets. There is significant pedestrian traffic of all kinds. At present, existing traffic density and speed are manageable because of the poor street conditions and the number of drivers. When the Verona Road project closed access to the Hammersley/Midvale intersection, traffic on Pontiac increased dramatically, as did instances of people driving dangerously on this road. It is very likely that an increase of 80+ residents will create similar problems which will create higher probability of injuries and fatalities. Adding sidewalks to improve this

⁷ This is based on an assumption that each studio will have one occupant, each 2-BR will house two people, and one-half of the 1-BRs will house one person, the others two. Population of Summit Woods is 2016 ACS data from "Summit Woods, Madison, WI Demographics" *Area Vibes Inc.*, www.areavibes.com/madison-wi/summit+woods/demographics/. Accessed 22 Aug 2020. Summit Woods being a food desert for those without personal transportation further supports residents' need for cars. Luna's Groceries, the nearest grocery store is 1.1 miles by foot and would otherwise require transportation by bus.

⁸ This does not satisfy conditional approval requirements per Madison municipal code 28.183 (6) (a) (1).

⁹ This does not meet the Statement of Purpose requirements for CC-T zoned districts 28.067 (1) (b).

situation will reduce the viability of existing residential uses as well. Neighbors will lose significant portions of their yards, and 30+-year-old trees will need to be cut down. This is detrimental to the individual neighbors and the neighborhood as a whole; the green wooded feel of Pontiac Trail will be forever gone. This would be the fundamental character of our neighborhood lost.^{10,11}

(3) While there is no minimum parking requirement for CC-T zoned districts, this proposal is for a multi-family dwelling with a token commercial space and therefore needs adequate parking for its residents. The current plan is to provide 53 parking spots for 55 apartments and a commercial space. The national average is 1.46 parking spots per apartment,¹² and this is less than one. Parking needs for this structure will further exacerbate a parking problem where on-street parking is already at a premium.^{13,14}

(4) Access to underground parking is from Heritage Circle, which cannot sustain a major point of ingress/egress. The combination of parking conditions on Heritage and traffic conditions on Hammersley has the potential to create traffic bottlenecks on both streets.¹⁵

(5) The height and design of the building will diminish our neighborhood and do not encourage an appropriate transition between commercial and lower density residential districts. This structure is incongruent with any other neighborhood buildings and will be visually taller than any other building because of the flat roof in comparison to almost every other structure's gabled roofs.¹⁶

Because of the addition to traffic and the strain on parking as well as aesthetic considerations, this structure needs to be at most two stories and should have the permitted 75% first-story square footage be commercial. The option of affordable housing, which is in extremely short supply, should be explored.¹⁷ Commercial tenants that would serve the neighborhood, increase foot traffic, and possibly even reduce current car traffic — like a coffee shop, deli, lunch spot, convenience store, pack and ship center, or dry cleaner — would be welcomed. There are many viable options for this development that would serve the community and the developer's interests. As planned, this is not one of them.

¹⁰ This does not satisfy conditional approval requirements per Madison municipal code 28.183 (6) (a) (3).

¹¹ This does not meet the Statement of Purpose requirements for CC-T zoned districts 28.067 (1) (b).

¹² "The Transformation of Parking" *National Apartment Association*, www.naahq.org/sites/default/files/naa-images/Research/naa_parking_final_revised_sep_2018.pdf#:~:text=Multiple%20factors%20are%20converging%20to%20disrupt%20everything%20we,use%20will%20all%20have%20major%20impacts%20on%20parking. Accessed 22 Aug 2020.

¹³ There are typically between 0 and 5 available spaces on Heritage Circle at any given time. Parking on Hammersley is more variable with more residents using on-street parking in the evenings and SSM Health staff using more on-street parking during the day.

Because of the pandemic, SSM Health employees are using less on-street parking, most likely due to employees working from home.

¹⁴ This does not satisfy conditional approval requirements per Madison municipal code 28.183 (6) (a) (5), nor does it meet the Statement of Purpose requirements for CC-T zoned districts 28.067 (1) (a).

¹⁵ This does not satisfy conditional approval requirements per Madison municipal code 28.183 (6) (a) (6).

¹⁶ This does not satisfy conditional approval requirements per Madison municipal code 28.183 (6) (a) (9), the Statement of Purpose requirements for CC-T zoned districts 28.067 (1) (c), and Strategy 3, item d of the 2018 Madison Comprehensive Plan, www.cityofmadison.com/dpced/planning/documents/Part%20Comprehensive%20Plan.pdf. Accessed 22 Aug 2020.

¹⁷ This would support Strategy 4 of the 2018 Madison Comprehensive Plan, www.cityofmadison.com/dpced/planning/documents/Part%20Comprehensive%20Plan.pdf. Accessed 22 Aug 2020

Neighborhood Voices Part 3 - Comments from Summit Woods Neighbors: Content Analysis

Comments were synthesized from the neighborhood survey and petition and a content analysis was performed on these comments. The majority of concerns were about traffic, parking, and safety. These are also provided in spreadsheet format so they may be more easily viewed, sorted, and manipulated. The source is denoted as 's' for survey, 'p' for petition. Positive comments are coded as green, neutral as yellow, negative as orange.

Response	Source	Traffic concerns	Parking concerns	Safety	Project Scale	Neighborhood quality	Neighborhood Mix	Location	Privacy	Other
Traffic will be a huge concern for 2 reasons- there are many kids in the neighborhood and currently no sidewalks on Pontiac Trail. Secondly, when churches fully reopen, we will again have a huge number of attendees at the church at the end of Hammersley at noon on Fridays. Before covid closed the church, there would be cars parked all the way down Hammersley, almost to Midvale, as well as in the circle under the billboard, and that will resume after covid restrictions are lifted.	s									
Currently there is no available street parking. Turning from Heritage to Hammersley can be dangerous due to heavy traffic and excess speeds.	p									
The scale of the project seems too large for the proposed space. I believe that adding something of that size would be detrimental to the safety and identity of the neighborhood. As there will surely be increased traffic, parking concerns and an increase in population in our small neighborhood.	s									
Businesses that generate more than light traffic and demand for parking (restaurants, convenience stores, gyms, etc) would have a serious negative effect on this area. The number of excepted residential occupants seems too high. With higher volumes of traffic, I'm very concerned with the Hammersley/Midvale intersection particularly with this intersection's relation to traffic in and out of the strip mall's northern access points.	s									
the project in its current proposed state is a monstrosity outsized for this neighborhood, with insufficient parking, and will bring an increase in traffic that is unsustainable.	s									
Long time constructing, noisy, messy, increased taffic congestion, unsightly, dangerous, too much turnover, not enough parking, roads not wide enough, loss of trees, Ripple poorly manages existing properties, too tall for neighborhood, too many units, too few parking spaces.	p									
A concern - traffic at Midvale and Hammersley is already more dangerous than it should be due to people trying to turn into the shopping center and more traffic blocking the entrance and then backing up into cross traffic on Midvale. Take out that entrance would be a solution. If doing nothing at that entrance then additional traffic only exacerbates this risk.										
A concern - the ratio of parking to drivers is much too low. The impact caused is that the on-street parking will routinely have lots of cars. As it is, on Hammersley closer to Midvale you need gaps in parking to allow cars to 'duck into' an area to allow other vehicles to pass. The road may technically be wide enough for two parked and two driving side by side but in reality it often is not. Due to parking or snow. There will be way more lost mirrors in this situation. A solution, more off-street parking. Perhaps taking some of the setback and turning it into angled parking that still has some on-street parking but allows for more driving space.	s									
One of the biggest concerns is the destruction of the trees on Pontiac Tr..We have already seen the lack of respect for trees as they have already cut the one on the corner of Hammersly and Pontiac.I see no reason why the have to put curb and cutter and sidewalks in. Why can't they put sewer and water in without widening the street? The other is because we are a quiet neighborhood we have children and older adults on the streets, which is not a problem now, but with more traffic from the building it will become less safe.	s									
I'm concerned about children and pedestrian safety as well as the traffic should not go in there. This is a very diverse non-white, working class area and I don't want to see it gentrified.	s									
This is primarily a family & residential area. It should remain as commercial & traffic free as possible to keep children safe.	s									
Greatest need would be a project that will have less of a traffic and safety impact. Perhaps 50% decrease. Creativity can be used for the type of commercial space that will benefit neighborhood and developer.	s									
this is a residential neighborhood with single family homes. Traffic is already at its maximum capacity for the streets. Any development that comes in must benefit the neighborhood, not make it more dangerous for pedestrians.	s									

Response	Source	Traffic concerns	Parking concerns	Safety	Project Scale	Neighborhood quality	Neighborhood Mix	Location	Privacy	Other
When Upper Iowa University was across the street, we had major traffic issues on Hammersley (can't speak to the other streets). Due to the added amt of people coming and going, traffic would come to a standstill when coinciding with the mosque prayer times (now it's ok again). Upper Iowa folks also treated Hammersley as a speedway and drove at excessive speeds which was dangerous for every child, dog/pet, person, and other drivers. I fear this would happen again.	p	Orange		Orange						
The footprint of the proposed plan does not accommodate snow removal, safe traffic flow or pedestrian flow.	s	Orange		Orange						
I am concerned with increased traffic in and above what will come into the neighborhood with the additional living units. I would like to see something that has the potential for foot traffic, neighborly gathering space for the community to get to know and support each other.	s	Orange				Yellow				
I live directly on Pontiac and this will increase traffic and cause more congestion. We are in a quiet neighborhood, not an urban area.	s	Orange				Orange				
Would really densify area and create major traffic headaches on Pontiac	p	Orange				Orange				
It is already difficult to manage 2 lane traffic on Hammersly and Pontiac Trail the addition of some many housing units would make it nearly impossible. Plus there has been NO consideration given for snow removal or rain run-off issues. Not to mention the type of people that would be attracted to this type of housing unit will not likely be families so they will not have a vested interest in the community.	s	Orange					Orange			Orange
It is totally unsuited to this type of development. It would create a horrible situation with too much traffic. Offices would be more appropriate if anything is built at all.	p	Orange						Orange		
Increased traffic during work hours is one thing. All the time is another.	s	Orange								
It may be separate from the development project itself, but City traffic engineering should be involved regarding traffic changes to local roads and the necessary safety adjustments and road improvements to handle increased traffic, esp. on Pontiac and Hammersley.	s	Orange								
It's not on the development itself but to make Pontiac Trail a dead end corrects a lot of raised issues in one move.	s	Orange								
This is a bad idea all around. The streets and intersections cannot reasonably support the traffic that this project would doubtlessly produce.	s	Orange								
Traffic Safety	s	Orange								
Since I have been working remotely, I've experienced just how much traffic that Pontiac Trail gets in a given day(truck, automobile and foot); it makes me very nervous to to think that we are going to place such a large establishment on that corner with no regards for current traffic, or even snow disposal. I fear it will get piled on the street causing other issues.	p	Orange								
55 apartments is just WAY too many! (esp when compared to the number of houses in the neighborhood). And I can't believe that a proposal could ever get approved with fewer parking spaces than apartments. That just seems wrong.	s	Orange	Orange		Orange					
I absolutely can't imagine having what they propose. It is way too many people/vehicles. We already have a hard enough time having any visitors find a place to park near Heritage Circle. In the winter with snow, it is impossible. I'm lucky because I have a garage.	p	Orange	Orange		Orange					
I live on Heritage Circle and parking is SO congested in the street. Winter can be absolutely awful. I can't imagine a garage entrance on HC, so few parking spaces for so many apartments, no low-housing options and so many 1- bedroom apartments. This area is very quiet (with the exception of the Beltline) and having what is proposed would drastically change a very nicely neighborhood.	s	Orange	Orange			Orange	Orange			
I think that they should plan 1.5 cars per apt. For underground parking at a minimum, and .75 car per apartment outdoor lot parking. You can get by with less downtown but in high end suburban area residents will have cars.	s	Orange	Orange							
I am concerned about increasing the number of cars parked on the street during the winter season. There's already so many cars parked on the street that the plows can not do an efficient job clearing snow on Hammersly specifically.	s	Orange	Orange							
The surface parking spots would be used for commercial resident as well as visitors to the apartments. There is not enough street parking to accommodate this size of building. In addition, once you have people parallel parking on the street you start to impact traffic as well.	s	Orange	Orange							
Parking, Parking, and more Parking. But the streets are already too narrow for all the street parking people use!	s	Orange	Orange							
The first 2 floors should be parking, then they can have 2 floors of apartments.	s	Orange	Yellow							

Response	Source	Traffic concerns	Parking concerns	Safety	Project Scale	Neighborhood quality	Neighborhood Mix	Location	Privacy	Other
There is so little parking already, that all street curbs are full at least twice a day already! At a minimum, this would need 1.5 parking per apartment PLUS providing street-level parking for businesses, like Trader Joes has on Midvale.	p									
I strongly oppose the proposed development on 4606 Hammersley Road! This will negatively affect our quality, safety, and beauty of our community. I absolutely DO NOT want to lose significant portions of our yards and 30 plus year old sacred trees to very much unnecessary side walks on our cul-de-sac! One of the main reasons our family moved here last year was the wonderful green wooded feel of Pontiac Trail! This proposed structure is too tall and does not belong in this kind of neighborhood. The warm sacred character is highly important to many of us in the Summit Woods Community!	p									
The building is too massive for the lot. The building style does not fit the feel of the neighborhood. I'm also concerned about pedestrian traffic from Hammersley to Zook park.	s									
To protect and enhance the quality, safety, and character of our sacred neighborhood!	s									
This is literally right in our backyard. The sense of privacy & safety is/and will be a concern.	s									
The many bicycles and runners coming off the bicycle trail are a safety concern. Many families ride together and I fear for them.	s									
I support curb and gutter installation with street and storm sewer improvement to Pontiac. Current trees in terrace are poor quality. The sooner they are replaced with productive varieties, the sooner those will establish and mature. The sooner we install curb and gutter the less it will cost us. Curb, gutter, street and storm sewer will increase the value of our homes. A sidewalk on a side will provide a safer neighborhood for all our kids playing.										
Something will be installed there in time. A bird in the hand is worth two in the bush. Current zoning allows for tavern, liquor store, porn shop, paraphernalia shop, massage and the riffraff associated.										
A reasonable structure limited to the boundaries laid forth by the rules is preferred (24 units, 75% first level retail, including adequate underground parking for the tenants and business needs).										
Choose our battles carefully. Leverage this opportunity. If we do not, progress will continue and we miss getting proper infrastructure improvements. With addition of curb, gutter, street and storm sewer infrastructure improvement we get necessities essential to the imminent development process.										
The city would not be taking our yards, they would be improving their terrace/plaza/right of way space, which is not our property, increasing safety and curb appeal of our neighborhood. We lobby for indigenous hardwood, productive beautiful trees to replace the current weed trees and threatened species present.										
The Hammersley site will be developed. Let the neighborhood benefit from it with infrastructure improvement. Then we all get something out of the process. This is our neighborhood's lever for getting the city to apply positive change. Let's keep the focus and get ours while the others get theirs!!	s									
I feel very strongly that the building should be no more than 2 stories, in keeping with the profiles of the other apt buildings in the neighborhood.	s									
We would support a project like this on a much smaller scale. I do not want so many units and 3 stories.	s									
We would be more supportive of a scaled back project.	p									
I am in favor of infill and an apartment building with commercial space but it needs to match current neighborhood feel. Make the the apts bigger for more families and reduce the number efficiencies.	s									
I have lived in the area since 1998 and have invested greatly into the neighborhood. Most homeowners in the area moved here because of its' charm/laid back way of life. In just one action Ripple Management can change the feel of the neighborhood. This is a completely unfair action taken by Ripple and the City of Madison.	s									
The post office drop box should be kept in place. Don't destroy the bigger trees.	s									
The proposal as is does NOT benefit the neighborhood in ANY way. That is Not ok!	s									
We like our quite safe neighborhood, so this would help preserve this, although the building will definitely impact this as there will be more ppl.	s									

Response	Source	Traffic concerns	Parking concerns	Safety	Project Scale	Neighborhood quality	Neighborhood Mix	Location	Privacy	Other
The neighborhood trees and streets are truly beautiful now.	s									
Think of the "Common Good" for the neighborhood.	s									
I would hate to see more larger apartments, you are not going to have idealic families living there walking to the park, you will get two or more singles sharing an apartment. Smaller apartments people commute in and out and have very little interaction in neighborhood, which is less impact on current living conditions.	s									
Can you suggest them taking this to the corner of hammersley and midvale? There is the old chinese restaurant and that will be easier access for the residents into the building to freeway and midvale without congesting Pontiac trail. Thanks [name redacted]	s									
Why can't SSM health use that space? They are clearly out of room where they are.	s									
Pls take the construction to the corner of Hammersley and midvale where the old chinese food is- this is more access to freeway and shops	p									
I hope that the neighborhood comments will be taken seriously by the developer and the city. We do want to work with you, as leaving that corner empty is not an option.	s									
No	s									
Thanks for the survey and for keeping us in the loop.	s									
Green space, green space, green space.	s									
I am disappointed with Henaks actions to support out neighborhood. There's no way I'm voting for him again if this goes through.	s									
Instead of mowed lawn have many rain gardens	s									
It needs to be stopped.	s									
No	s									
Not 100% sure what the current proposal is ... is there an 'official' source for the current proposal/status?	s									
Ripple does not manage their existing properties at all well.	s									
SCRAP IT!	s									
We need jobs.	s									
Stop the Proposed Development of 4606 Hammersley Road	p									
NO ONE WANTS THIS!! WE WILL REMOVE ANYONE FROM OFFICE WHO HELPS THISM PROJECT.	p									
No sidewalks on Pontiac Trail, Boston Ct., Rosewood Ct.	s									
Green Space, Green Space, Green Space	p									
Garbage pickup may also present issues	p									

Appendix A: Visual Incongruity of Proposed Structure



4606 Hammersley Road Development: Neighborhood Feedback Please return survey by Sept 26 to 4605 Windigo Trl

Ripple Management has submitted a proposal to build a 3-story building – 35 to 40 feet tall -- at the corner of Hammersley and Pontiac with 55 apartments to be rented at market value, 1600 sq. ft. of commercial space, and 53 underground parking spaces with access abutting 30 Heritage Circle. The apartment distribution is 14 studios, 23 1-bedrooms, 8 1-bedrooms + den, and 10 2-bedrooms.

To accomplish this, they are submitting approval for several considerations (plans requiring approval from City Planning) including more than 24 dwelling units in a mixed use building, a multi-tenant building exceeding 40,000 sq ft, less than 75% of the facade being commercial, and less than 75% of the ground floor square footage being commercial.

After reading the description of the planned development, **what changes would you make to create the best usage for this space, taking into account the area, neighborhood traffic, and community character?** The following choices are based on the comments from the 10 Aug Zoom meeting, but if you have additional ideas, there is an open response available. The assumption is that this plot will be developed, regardless of our input. Zoning guidelines require commercial space be included in any development but residential space is not required.

Please check all that apply.

- The proposal is fine the way it is.
- More underground parking provided.
- More 2- and 3-BR apartments to support the family-oriented nature of the community.
- The building should have no more than two stories.
- The building should have a smaller footprint/there should be more of a buffer area around the building.
- There should be more commercial space.
- There should be fewer residential units.
- The first floor should be 75% - 100% commercial space.
- The roof deck should face a different direction.
- There should be modifications/additions to ensure the privacy/security of current residents.
- Access to the underground parking should not be from Heritage Circle.
- The project should specifically address sustainability.
- Other (please specify):

When envisioning the commercial space, what kinds of businesses do you see benefiting the neighborhood most?

- Restaurant or coffee shop
- Other food retail
- Convenience store
- Retail services (e.g. dry cleaner or pack and ship location)
- Merchandise retailer
- Office space
- Professional services (e.g bank, lawyer, medical services, tax preparation, IT services, vet)
- Athletic facility
- There is no retail space that could benefit the neighborhood
- Other (please specify):

Would you like to qualify your answer, and why you feel your choices would benefit the neighborhood?

To what extent do you think this development will impact the following?

	Not at All	Small Extent	Some Extent	Moderate Extent	Great Extent	Don't Know
Availability of On-Street Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Hammersley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Pontiac Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Heritage Circle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Cherokee/Yuma/Mohican Pass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congestion at the Yuma/Midvale intersection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congestion at the Hammersley/Midvale intersection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The feel and identity of the neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood turnover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important are these issues to you?

	Not at All	Small Extent	Some Extent	Moderate Extent	Great Extent	Don't Know
Availability of On-Street Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Hammersley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Pontiac Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Heritage Circle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The traffic on Cherokee/Yuma/Mohican Pass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congestion at the Yuma/Midvale intersection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congestion at the Hammersley/Midvale intersection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The feel and identity of the neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood turnover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Contact Information

Please provide your name and contact information. If you are uncomfortable providing your address, please indicate what block you live on. your feedback in combination with this gives your input more weight. This information will only be reported in aggregate and your individual information will be kept confidential.

Name (required) _____

Do you live in Summit Woods? (required) _____

Address (if you like, please write the block you live on instead)

Please Return this by Sept 26 to 4605 Windigo Trl. If you have any questions or concerns, please contact Mya Starling at myajstarling@gmail.com

Appendix C: Hard Copy Petition Scans

For accountability purposes, scans of the hard copies of the signed petitions are as a separate attachment. Responses to the online petition can be found here:

<https://docs.google.com/forms/d/12uOnioGdrJg0blgPwYedOWH9oqYDFT6oREF27P8wI58/edit?usp=sharing>

Response

Traffic will be a huge concern for 2 reasons- there are many kids in the neighborhood and currently no sidewalks on Pontiac Trail. Secondly, when churches fully reopen, we will again have a huge number of attendees at the church at the end of Hammersley at noon on Fridays. Before covid closed the church, there would be cars parked all the way down Hammersley, almost to Midvale, as well as in the circle under the billboard, and that will resume after covid restrictions are lifted.

Currently there is no available street parking. Turning from Heritage to Hammersley can be dangerous due to heavy traffic and excess speeds.

The scale of the project seems too large for the proposed space. I believe that adding something of that size would be detrimental to the safety and identity of the neighborhood. As there will surely be increased traffic, parking concerns and an increase in population in our small neighborhood.

Businesses that generate more than light traffic and demand for parking (restaurants, convenience stores, gyms, etc) would have a serious negative effect on this area.

The number of excepted residential occupants seems too high.

With higher volumes of traffic, I'm very concerned with the Hammersley/Midvale intersection particularly with this intersection's relation to traffic in and out of the strip mall's northern access points.

the project in its current proposed state is a monstrosity outsized for this neighborhood, with insufficient parking, and will bring an increase in traffic that is unsustainable.

Long time constructing, noisy, messy, increased traffic congestion, unsightly, dangerous, too much turnover, not enough parking, roads not wide enough, loss of trees, Ripple poorly manages existing properties, too tall for neighborhood, too many units, too few parking spaces.

A concern - traffic at Midvale and Hammersley is already more dangerous than it should be due to people trying to turn into the shopping center and more traffic blocking the entrance and then backing up into cross traffic on Midvale. Take out that entrance would be a solution. If doing nothing at that entrance then additional traffic only exacerbates this risk.

A concern - the ratio of parking to drivers is much too low. The impact caused is that the on-street parking will routinely have lots of cars. As it is, on Hammersley closer to Midvale you need gaps in parking to allow cars to 'duck into' an area to allow other vehicles to pass. The road may technically be wide enough for two parked and two driving side by side but in reality it often is not. Due to parking or snow. There will be way more lost mirrors in this situation. A solution, more off-street parking. Perhaps taking some of the setback and turning it into angled parking that still has some on-street parking but allows for more driving space.

One of the biggest concerns is the destruction of the trees on Pontiac Tr..We have already seen the lack of respect for trees as they have already cut the one on the corner of Hammersly and Pontiac.I see no reason why the have to put curb and cutter and sidewalks in. Why can't they put sewer and water in without widening the street? The other is because we are a quiet neighborhood we have children and older adults on the streets, which is not a problem now, but with more traffic from the building it will become less safe.

I'm concerned about children and pedestrian safety as well as the traffic should not go in there. This is a very diverse non-white, working class area and I don't want to see it gentrified.

This is primarily a family & residential area. It should remain as commercial & traffic free as possible to keep children safe.

Greatest need would be a project that will have less of a traffic and safety impact. Perhaps 50% decrease. Creativity can be used for the type of commercial space that will benefit neighborhood and developer.

this is a residential neighborhood with single family homes. Traffic is already at its maximum capacity for the streets. Any development that comes in must benefit the neighborhood, not make it more dangerous for pedestrians.

When Upper Iowa University was across the street, we had major traffic issues on Hammersley (can't speak to the other streets). Due to the added amt of people coming and going, traffic would come to a standstill when coinciding with the mosque prayer times (now it's ok again). Upper Iowa folks also treated Hammersley as a speedway and drove at excessive speeds which was dangerous for every child, dog/pet, person, and other drivers. I fear this would happen again.

The footprint of the proposed plan does not accommodate snow removal, safe traffic flow or pedestrian flow.

I am concerned with increased traffic in and above what will come into the neighborhood with the additional living units. I would like to see something that has the potential for foot traffic, neighborly gathering space for the community to get to know and support each other.

I live directly on Pontiac and this will increase traffic and cause more congestion. We are in a quiet neighborhood, not an urban area.

Would really densify area and create major traffic headaches on Pontiac

It is already difficult to manage 2 lane traffic on Hammersly and Pontiac Trail the addition of some many housing units would make it nearly impossible. Plus there has been NO consideration given for snow removal or rain run-off issues. Not to mention the type of people that would be attracted to this type of housing unit will not likely be families so they will not have a vested interest in the community.

It is totally unsuited to this type of development. It would create a horrible situation with too much traffic. Offices would be more appropriate if anything is built at all.

Increased traffic during work hours is one thing. All the time is another.

It may be separate from the development project itself, but City traffic engineering should be involved regarding traffic changes to local roads and the necessary safety adjustments and road improvements to handle increased traffic, esp. on Pontiac and Hammersley.

It's not on the development itself but to make Pontiac Trail a dead end corrects a lot of raised issues in one move.

This is a bad idea all around. The streets and intersections cannot reasonably support the traffic that this project would doubtlessly produce.

Traffic Safety

Since I have been working remotely, I've experienced just how much traffic that Pontiac Trail gets in a given day(truck, automobile and foot); it makes me very nervous to think that we are going to place such a large establishment on that corner with no regards for current traffic, or even snow disposal. I fear it will get piled on the street causing other issues.

55 apartments is just WAY too many! (esp when compared to the number of houses in the neighborhood). And I can't believe that a proposal could ever get approved with fewer parking spaces than apartments. That just seems wrong.

I absolutely can't imagine having what they propose. It is way too many people/vehicles. We already have a hard enough time having any visitors find a place to park near Heritage Circle. In the winter with snow, it is impossible. I'm lucky because I have a garage.

I live on Heritage Circle and parking is SO congested in the street. Winter can be absolutely awful. I can't imagine a garage entrance on HC, so few parking spaces for so many apartments, no low-housing options and so many 1- bedroom apartments. This area is very quiet (with the exception of the Beltline) and having what is proposed would drastically change a very nicely neighborhood.

I think that they should plan 1.5 cars per apt. For underground parking at a minimum, and .75 car per apartment outdoor lot parking. You can get by with less downtown but in high end suburban area residents will have cars.

I am concerned about increasing the number of cars parked on the street during the winter season. There's already so many cars parked on the street that the plows can not do an efficient job clearing snow on Hammersly specifically.

I hugely think they need to have 10-15 surface parking lot in addition to increased underground parking. The surface parking spots would be used for commercial resident as well as visitors to the apartments. There is not enough street parking to accommodate this size of building. In addition, once you have people parallel parking on the street you start to impact traffic as well.

Parking, Parking, and more Parking. But the streets are already too narrow for all the street parking people use!

The first 2 floors should be parking, then they can have 2 floors of apartments.

There is so little parking already, that all street curbs are full at least twice a day already! At a minimum, this would need 1.5 parking per apartment PLUS providing street-level parking for businesses, like Trader Joes has on Midvale.

I strongly oppose the proposed development on 4606 Hammersley Road! This will negatively affect our quality, safety, and beauty of our community. I absolutely DO Not want to lose significant portions of our yards and 30 plus year old sacred trees to very much unnecessary side walks on our cul-de-sac! One of the main reasons our family moved here last year was the wonderful green wooded feel of Pontiac Trail! This proposed structure is too tall and does not belong in this kind of neighborhood. The warm sacred character is highly important to many of us in the Summit Woods Community!

The building is to massive for the lot. The building style does not fit the feel of the neighborhood. I'm also concerned about pedestrian traffic from Hammersley to Zook park.

To protect and enhance the quality, safety, and character of our sacred neighborhood!

This is literally right in our backyard. The sense of privacy & safety is/and will be a concern.

The many bicycles and runners coming off the bicycle trail are a safety concern. Many families ride together and I fear for them.

I support curb and gutter installation with street and storm sewer improvement to Fondac.

Current trees in terrace are poor quality. The sooner they are replaced with productive varieties, the sooner those will establish and mature. The sooner we install curb and gutter the less it will cost us. Curb, gutter, street and storm sewer will increase the value of our homes. A sidewalk on a side will provide a safer neighborhood for all our kids playing.

Something will be installed there in time. A bird in the hand is worth two in the Bush. Current zoning allows for tavern, liquor store, porn shop, paraphernalia shop, massage and the riffraff associated.

A reasonable structure limited to the boundaries laid fourth by the rules is preferred (24 units, 75% first level retail, including adequate underground parking for the tenants and business needs).

Choose our battles carefully. Leverage this opportunity. If we do not, progress will continue and we miss getting proper infrastructure improvements. With addition of curb, gutter, street and storm sewer infrastructure improvement we get necessities essential to the immanent development process.

The city would not be taking our yards, they would be improving their terrace/plaza/right of way space, which is not our property, increasing safety and curb appeal of our neighborhood. We lobby for indigenous hardwood, productive beautiful trees to replace the current weed trees and threatened species present.

The Hammersley site will be developed. Let the neighborhood benefit from it with infrastructure improvement. Then we all get something out of the process. This is our neighborhood's lever for I feel very strongly that the building should be no more than 2 stories, in keeping with the profiles of the other apt buildings in the neighborhood.

We would support a project like this on a much smaller scale. I do not want so many units and 3 stories.

We would be more supportive of a scaled back project.

I am in favor of infill and an apartment building with commercial space but it needs to match current neighborhood feel. Make the the apts bigger for more families and reduce the number efficiencies.

I have lived in the area since 1998 and have invested greatly into the neighborhood. Most homeowners in the area moved here because of its' charm/laid back way of life. In just one action Ripple Management can change the feel of the neighborhood. This is a completely unfair action taken by Ripple and the City of Madison.

The post office drop box should be kept in place. Don't destroy the bigger trees.

The proposal as is does NOT benefit the neighborhood in ANY way. That is Not ok!

We like our quite safe neighborhood, so this would help preserve this, although the building will definitely impact this as thre will be more ppl.

The neighborhood trees and streets are truly beautiful now.

Think of the "Common Good" for the neighborhood.

p	s	s	s	p	s	Source
[Orange]	[Orange]	[Orange]	[Orange]	[Orange]	[Orange]	Traffic concerns
[Orange]	[Orange]	[Orange]	[Orange]	[Orange]	[Orange]	Parking concerns
[White]	[Grey]	[White]	[Grey]	[Orange]	[Orange]	Safety
[White]	[Orange]	[Orange]	[Orange]	[White]	[Grey]	Project Scale
[Orange]	[Grey]	[White]	[Orange]	[White]	[Grey]	Neighborhood quality
[White]	[Grey]	[White]	[Grey]	[White]	[Grey]	Neighborhood Mix
[White]	[Grey]	[White]	[Grey]	[White]	[Grey]	Location
[White]	[Grey]	[White]	[Orange]	[White]	[Grey]	Privacy
[Orange]	[Grey]	[White]	[Grey]	[White]	[Grey]	Other

From: [Pat Bennett](#)
To: [Plan Commission Comments](#)
Subject: 4606 Hammersley road
Date: Monday, November 23, 2020 2:29:17 PM

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

I oppose the construction on this site. I believe the building is too tall and is out of place in the neighborhood. I also believe when the pandemic is over, and people go back to in office work, the traffic will become a major issue.

Patricia Bennett
Vice President
Summit Woods Neighborhood Association