



March 8, 2021

Odana Area Plan Project Team
Attn: Ben Zellers
City of Madison
Planning Division
215 Martin Luther King Jr. Blvd., Ste. 017
Madison, WI 53701-2985

Re: Odana Area Plan

Dear Ben & Project Team:

On behalf of Park Towne and the Ring family, we would like to thank the city for the effort put into the Odana Area Plan. The central area of the plan includes the various Park Towne plats that were developed by our company over many years starting in the early 1970's.

We continue to own and manage properties in the area, including eight buildings and four vacant development lots. We have already redeveloped some properties and reinvest in them all with the goal of passing these on to the next generation. We still enforce the use and architectural deed restrictions for approximately 180 acres and believe this continues to be an attractive area offering one of the most diverse mix of uses in the city. With this long-term past and future view, we appreciate the idea of planning for the future.

We participated in the SEH listening sessions, spent some time looking through the plan documents and have now reviewed the submission to tonight's Plan Commission meeting. Following are a few comments on the current plan.

Change to Medium/High Residential

A large block a land north of Normandy and east of Grand Canyon is shown as required residential in the future. We believe the requirement for future use to be residential is a mistake and a proper future land use would be community mixed use. Currently, most of this area is home to office buildings and we are not following why the city would want to remove that as a possible future use. These buildings are solid Class B and C buildings offering rents substantially lower than available in the Research Park or Old Sauk Trails. They fill a needed market segment and as a result, you can see that basically all of them have been well maintained even though most were developed in the 70's-90's. There were a number of comments about concern for gentrification in the area, but that is exactly what will happen if you remove the opportunity for someone to expand or redevelop their property and keep it in commercial use. We believe more residential is desired and feasible here but should not be mandated.

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Parkland

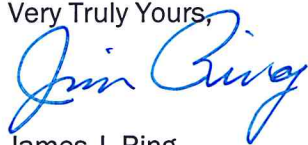
The plan is suggesting a minimum five-acre park in the center of Park Towne, sitting right on top of our last four development lots. While the document states that the land would have to be acquired, it would be easy to see the city viewing these as the prime target, possibly even forbidding development with the goal of starting the park here. We do not support the creation of a park from our land. These lots have been developed since the late 1970's and we have paid real estate taxes on them as developed lots ever since. AccessDane reports taxes paid back to 2000 and just since then we have paid over \$437,000 in taxes on these lots. It has probably been close to that amount in the prior years as well. We have had numerous opportunities to sell these lots but are holding them until the right development project comes along and are not interested in selling them for a park.

Street Connection from Normandy

The plan shows a street connection off of Normandy/Enterprise through our property at 6410 Enterprise. We question the need for an additional connection that basically serves the Research Park and then comes out onto Whitney Way one lot east of Mineral Point Road. To the extent redevelopment occurs with people traveling from Park Towne into the Research Park, that modest amount of additional traffic can easily be served by Mineral Point Road. Normandy and Enterprise are two very lightly travelled streets in the center of our development and it is unlikely this connection would serve more than a few properties, with the rest of the traffic continuing to rely on Odana or Mineral Point Roads. Our property sits on a narrow hill top and taking even a portion of our property would dramatically limit its future potential. Just showing this potential future taking likely reduces the value of this property today, so we would like to see this connection relocated or removed entirely.

We look forward to continuing to be involved in the planning process for this area. Please feel free to contact me if you have any questions.

Very Truly Yours,



James J. Ring
President/CEO