

October 27, 2020

To: Plan Commission

From: Ron Fedler

RE: West Prairie Village

Plan Commission Members,

I am writing to you today to provide some history of the West Prairie Village plan and concerns that I think we all should have regarding the extreme number of potential apartment units in a very small concentrated area of West Prairie Village.

I and my former partner purchased the land that makes up West Prairie Village in 1999. For a period of about 3-4 years we worked with the city and staff at that time to plan this area which would then be finalized with the approval of our GDP in 2006. During this time, I waited through a building moratorium while the city engaged a planning firm from Texas to come up with the "Westside Neighborhood Plan". This plan was adopted, and modified along the way as the City evolved and developed with various uses and users such as the retail in Prairie Lakes, along Grand Avenue and in the Grand Ave/Highway 19 area.

The approval of our GDP allowed for a number of single family homes; approximately 400,000 square feet of commercial footprint space and over 660 multifamily units along the Main Street corridor from Grand Avenue to Thompson Road.

The land being considered for the Colorado Commons (258 units) apartment site was originally planned by me to be an institutional use or single family – not apartments, or I would have planned for it to be apartments, since this is what I do. This designation was reaffirmed multiple times over the years as part of the City's Comprehensive Plan review and updates, which was most recently affirmed less than a year ago. I thought and still think today that an institutional use is proper and correct usage for this land. While I have nothing against multi-family, I think there needs to be a balance between commercial, institutional, single family and mutli-family uses. It seems to me that we may be getting out of balance and we need places for private schools, daycare facilities and clinics which was my vision for this piece of land when I developed it and still is.

I have recently learned that there is also a submittal for more apartments (205 units) in the Pumpkin Patch area (formerly the Feiner Property) on the south side of Main Street.

I believe strongly and I have said many times to this body, the City Council and staff that I want to isolate my properties from others to prevent contagion should things not go well. I have demonstrated this through my actions when you look at where I have built my multi-family in

the city over the past 30 years. Hunters Ridge, Hunters Creek, Hickory Point and The Regency located on O'keefe Avenue – no other apartment neighbors (up until recently with the Smiths Crossing GPD amendment). Iron Gate located by Pick-n-Save – no apartment neighbors. The Abbey behind Marcus Theatres – no apartment neighbors.

The concern I have is the shear number of units, 1,123 more or less, to be located in such a concentrated area. This is a recipe for trouble should there be any weakness in the economy and/or apartment market. Please see the included map.

I would like to be clear that this concern has nothing to do with the Gebhardt Company as they are, in my opinion, one of the quality developers in Dane County and I do not know anything about the organization from Minnesota regarding the Pumpkin Patch. This is simply about implementing smart planning.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Fedler".

Ron Fedler

