

LAKE EDGE NEIGHBORHOOD ASSOCIATION

April 20, 2011

Kevin Firchow, Planning Division
City of Madison Department of Planning and Development

Members, Madison Plan Commission

Room LL100, Madison Municipal Building
Madison, Wisconsin 53703

Mr. Firchow and Members of the Commission:

The Board of Directors of the Lake Edge Neighborhood Association, at its meeting on March 9, 2011, vote unanimously (5-0; with 2 absent) to support the demolition and conditional use request from Stop-N-Go of Madison to construct a gas station/convenience store at 4624 Monona Drive. The vote of all neighbors who were present at the meeting was 12-0 in favor. The neighbors did raise several concerns that we'd like to bring to your attention as you consider the request.

We appreciate the plan from Stop-N-Go to have a monument sign on Monona Drive. We believe this will contribute to the attractiveness of the facility. The neighbors suggest that any additional signage, particularly over the apron and on the building itself, also be in keeping with the location in a residential area. We assume all provisions of the sign ordinance will be met.

We noted the plan for landscaping around the building seems to be attractive. But there are at least two fairly good size trees along the Dean Avenue side of the property, and the neighbors are hopeful that these trees can be preserved. There is a plan to reduce the number of driveways into the facility along Dean Avenue, and it is our hope that this change does not jeopardize the trees, and we urge Stop-N-Go to make a good effort to retain them...

We appreciate the efforts of the developers to consider adequate screening along the rear of the property. There is already fencing and some "mature" shrubbery or greenery of some kind along the property line, and so from our perspective, it may not be necessary to tear out that screening that already exists since it may be adequate.

Stop-N-Go indicates to us that they consider themselves a "neighborhood" store, and we appreciate that and look forward to having them as neighbors. Some in attendance at the meeting, however, expressed a concern about the sale of alcohol, and the possibility that "adult" magazines or other material might be available in conspicuous locations in the store. Monona Grove High School is at the other end of the block from the store, and it is fairly close to both LaFollette High School and Sennett Middle School. While we did not take a vote specifically on these issues, we would ask that Stop-N-Go give thoughtful consideration to its handling of both of these items to minimize any concerns to the neighborhood.

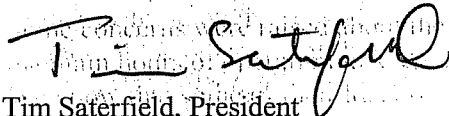
Some concerns were raised about the hours of operation. Stop-N-Go indicated that they intend to maintain hours of operation in keeping with a "neighborhood" store, closing no later than 11pm. We know that some of their locations do have later hours, some in fact operating 24 hours per day. We urge them to maintain "neighborhood" hours, and urge you to consider that if it is within your authority to set hours of operation.

We very much appreciated Stop-N-Go's willingness to attend our neighborhood association meeting to brief us on their plans, and discuss our concerns. We had a very positive meeting with them and have every reason to believe they will be good neighbors. Our thanks to Mr. Andy Bowman, Mr. Kevin O'Brien and Mr. Brad Koning for their accessibility and provision of information.

We appreciate your consideration of our comments as you consider this request.

Please let me know if you need any additional information or have any questions.

Sincerely,



Tim Saterfield, President
Lake Edge Neighborhood Association
222-7299

We very much appreciated your willingness to attend our neighborhood association meeting to brief us on their plans, and discuss our concerns. We had a very positive meeting with them and have every reason to believe they will be good neighbors. Our thanks to Mr. Andy Bowman, Mr. Kevin O'Brien and Mr. Brad Koning for their accessibility and provision of information.

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