AFFIDAVIT OF RONALD E. ZECHEL

STATE OF WISCONSIN)
) SS
COUNTY OF MILWAUKEE)

Ronald E. Zechel, being first duly sworn on oath, deposes and says that:

- 1. I am an adult resident of the State of Wisconsin, and I make this affidavit in support of the application filed with the Dane County Planning and Development Department by Central States Tower III, LLC and Verizon Wireless Personal Communications LP d/b/a Verizon Wireless (the "Applicants") for Conditional Use Permit ("CUP") #2390. CUP #2390 is for the construction of a 135 foot tall communications monopole tower (the "Proposed Facilities") located at 2381 Zurbuchen Drive, in the Town of Springdale, Dane County, Wisconsin (the "Zurbuchen Location").
- 2. I am self-employed as an independently contracted Site Development Acquisition agent and perform land acquisition and local government zoning and permitting services for several wireless communications carriers and developers of wireless communications towers. I have been engaged in this line of work for twenty-one (21) years.
- 3. In the course of my career, I have been involved in developing approximately 500 wireless communications towers and/or antenna installations in over 150 local municipalities for over thirteen (13) large wireless carriers, all well documented in hundreds of CUP, SUP, and appeal formats throughout the region. In the late 1990's, I served on the wireless industry working group established by Dane County for PrimeCo which provided assistance and input as Dane County developed its initial wireless communications siting ordinance.
- 4. I have a bachelor's degree in Architectural Engineering from the Milwaukee School of Engineering and have specialized in site development issues including wireless, utility, and land use issues. Prior to working in the wireless industry, I was also a Site Development Engineer for Pillsbury-BK's Corporate Real Estate Department where I was involved in developing commercial restaurant facilities throughout the United States, including facilities on Army and Air Force Exchange bases. Finally, my national commercial real estate experience has provided me with routine exposure to access and department of transportation ("DOT") projects involving highways, intersections and other avenues of access, all of which required consideration of land use, development and siting issues.
- 5. I am familiar with the proposed location of the communications tower which is the subject of CUP #2390 and the surrounding geographic area, as I was engaged by the

Applicants in 2015 & 2016 to secure a property location for the Proposed Facilities within the vicinity of the intersection of US HWY 18/151 and Spring Rose Road.

- 6. Wireless communications services operate on a grid system, whereby overlapping cells (geographic areas of coverage) mesh to form a wireless communications network.
- 7. To provide wireless communications coverage within the geographic confines of each cell, a wireless communications antenna facility must be situated in the approximate center of each particular cell. As the wireless communications network becomes filled in, the target areas or approximate center of the cells become compacted. The area of the cell where the antenna facility must be placed for the wireless network to exist is generally known as the "search area." If the wireless communications antenna facility is located outside of the search area, then undesirable gaps in the wireless communications services being offered in that cell and neighboring cells may result.
- 8. The center of the search area for the location of the Proposed Facilities was the intersection of US HWY 18/151 and Spring Rose Road, targeting the southeast corner of the intersection (the "Designated Search Area"). The Designated Search Area had a radius of approximately one-eighth (1/8th) of a mile. To avoid the gaps in the wireless network described above, the Designated Search Area could not be moved any further to the west as it would create a coverage gap and would not pick up the west portion of traffic from Epic Systems Corporation's headquarters.
- 9. Within close proximity of center of the Designated Search Area are two properties. One property is owned by Roger F. Disch and houses a business known as Disch Auto, LLC, with an address of 2415 Spring Rose Road, in the Town of Springdale (the "Disch Property"). The other property is owned by Joel G. Grant and Jamie L. Grant and houses a business known as Maple Leaf, Inc., with an address of 2416 Spring Rose Road, in the Town of Verona (the "Maple Leaf Property").
- 10. As part of my efforts to locate the Proposed Facilities as close to the center of the Designated Search Area as possible, I contacted the owners of both the Disch Property and the Maple Leaf Property to inquire whether they would lease a portion of their property to the Applicants for the placement of the Proposed Facilities.
- 11. As specified below, neither property owner was interested in leasing a portion of their property to the Applicants for the placement of the Proposed Facilities, which forced further review of the Designated Search Area to the south.
- 12. Although significant time has passed since I contacted the owners of the Disch Property and Maple Leaf Property, I have personally reviewed my available mobile telephone records to confirm dates and times of my telephone calls to the owners of the Disch Property and Maple Leaf Property. My available telephone records reflect that telephone calls were placed to both Disch and Maple Leaf from my mobile telephone number. Specifically, my available telephone records indicate Maple Leaf, Inc. was contacted on November 17, 2015, November 19, 2015 and December 11, 2015, and Disch Auto, LLC was contacted on December 11, 2015. I

contacted these establishments to lease portions of these properties for placement of the Proposed Facilities near the center of the Designated Search Area. I may have made additional telephone calls to Disch and Maple Leaf relative to placement of the Proposed Facilities which I can no longer recall and which are not reflected on my available telephone records. For privacy purposes, I am not providing my telephone records, but I would be willing to discuss providing redacted versions of the telephone records if requested by Dane County.

- 13. I believe I may have also emailed Maple Leaf, Inc. relative to placement of the Proposed Facilities on the Maple Leaf Property referencing the Breezy Hill site also; however, I received no response to my email message. To the best of my recollection, I did not speak with Mr. Grant, the president and owner of Maple Leaf; however, I initially left messages in Mr. Grant's business voicemail identifying myself, describing the purpose of my call, referencing the past landscape sites I have done, and requesting a return phone call from Mr. Grant. I subsequently made telephone contact with the Maple Leaf office staff and, after being placed on hold to speak with either Mr. or Ms. Grant, was told that the Grants were not interested in having a tower placed on the Maple Leaf Property.
- 14. After that rejection I then tried Mr. Disch on Dec 11, 2015. I specifically remember a conversation with Mr. Disch, in which he informed me he was not interested in signing a lease for the Proposed Facilities on the Disch Property as he was worried about available space due to the pending DOT expansion (I was not aware of the expansion at that time). He informed me that the Wisconsin Department of Transportation planned on constructing a frontage road paralleling US Hwy 18/151 on the Disch Property and the Maple Leaf Property and that his property would be affected. I offered to see if the Applicants could reduce the required ground space in exchange for Mr. Disch agreeing to locate the Proposed Facilities on the Disch Property; however, Mr. Disch continued to decline interest in having the Proposed Facilities located on the Disch Property.
- around DOT projects, I decided to conduct my own independent investigation of the proposed frontage road paralleling US HWY 18/15 DOT, utility, site layout, and access changes are major impacts that can make real estate unleaseable for wireless carriers because their sites subject to long-term leases cannot be disturbed. Any reconfiguration of access, utility, or site layout will cause substantial financial damage and business impact to the wireless carrier once the site is built. In my investigation, I found the plan attached as Exhibit A indicating where the frontage road was planned on the Disch Property and Maple Leaf Property. The proposed frontage road created additional challenges and variables since many things could possibly change in this DOT process as it evolves. Placing the Proposed Facilities on properties in the Designated Search Area along US HWY 18/151, including the Disch Property and Maple Leaf Property, the Applicants would have concerns about the future frontage road interfering with their leasehold rights or movement in the future. I note from Exhibit A that Maple Leaf, Inc. attempted to expand the size of operations at the Maple Leaf Property; however, the neighbors were objecting to the expansion, just as they are objecting to the current location of the Proposed Facilities.
- 16. I have been involved in previous tower siting projects along with commercial properties affected by road expansion projects. Based upon my experience and my investigation

of the US HWY 18/151 project, it is my professional opinion that neither the Disch Property or the Maple Leaf Property remain viable candidates for placement of the Proposed due to the US HWY 18/151 project, which poses significant risks related to long term leasing, easements, access, and tower viability relative to the Proposed Facilities. A goal in siting a tower site is to avoid moving a tower or adjusting a tower installation once the tower site is approved.

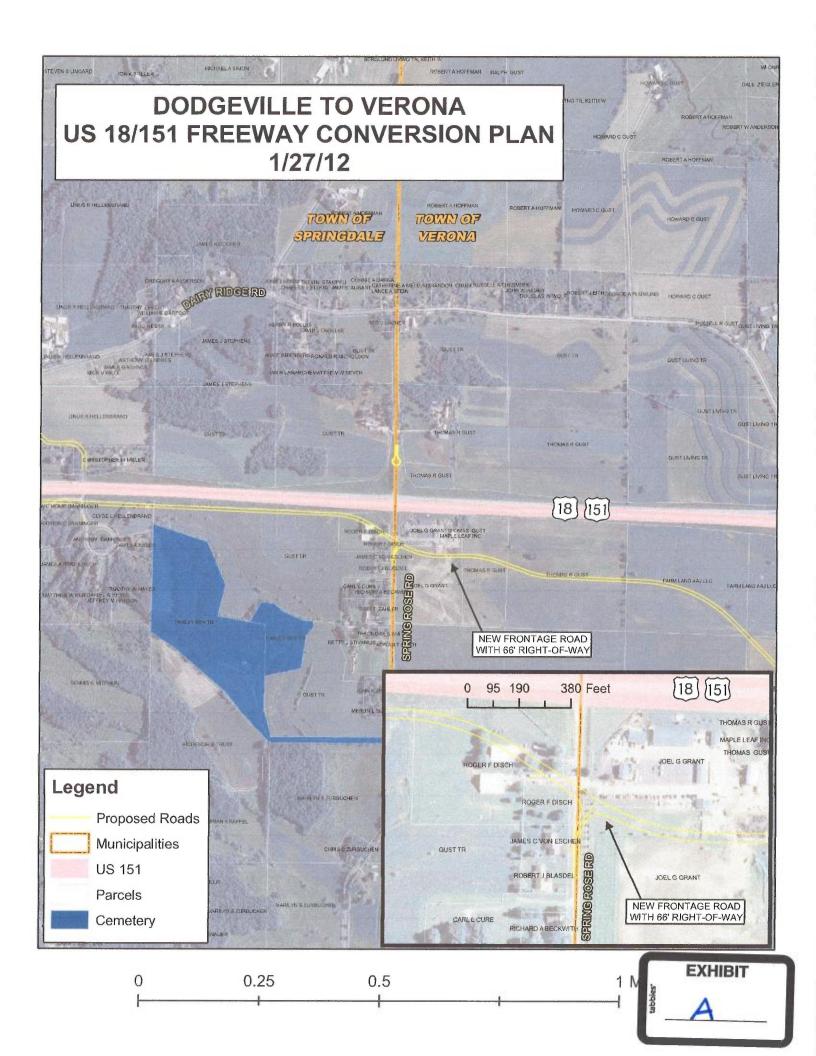
- 17. I personally would have benefitted from a quick timing and compensation standpoint by securing either the Disch Property or Maple Leaf Property as a location for the Proposed Facilities. I have sited many commercial business sites previously without issue. I also knew from my experience working with Dane County that the Disch Property and Maple Leaf Property would be preferable from a siting standpoint. However, you cannot lease property from a property owner not interested entering a lease with the variables of the pending Hwy issues in play also.
- 18. Because the owners of the Disch Property and the Maple Leaf Property were not interested in leasing a portion of their property to accommodate the Proposed Facilities, in addition to the fact that portions of both properties were to be affected by the planned frontage road, I began to look for alternate properties within Designated Search Area for placement of the Proposed Facilities. Because the grade drops substantially to the north of Hwy. 18, Verizon Wireless' engineers directed me to stay to the south or southeast of the highway.
- 19. Based on my experience and training, it is my professional opinion that placing the Proposed Facilities at Zurbuchen Location is a superior alternative to placement at the Disch Property or Maple Leaf Property because: (a) the Zurbuchen Location is 40 to 110 feet above the Disch Property, Maple Leaf Property, and east side of Hwy 18/151; (b) the US HWY 18/151 project will not disrupt the installed tower facilities; (c) the elevation of the Zurbuchen Location allows for a reduced tower height than would be proposed at the Disch Property or Maple Leaf Property; and (d) the terms of the lease agreement is long term at the Zurbuchen Location and are favorable to the Applicants.
- 20. This sworn statement supplements the Sworn Statement of Christian Jennings in Support of New Tower Construction bearing a notary date of April 24, 2017 as submitted in conjunction with the Application. Based upon my experience and training, it is my professional opinion that the Zurbuchen Location complies with all requirements under Wis. Stat. § 66.0404.

Ronald E. Zechel

Subscribed and sworn to before me this day of October, 2017.

Notary Public State of Wisconsin

My Commission Expires: is

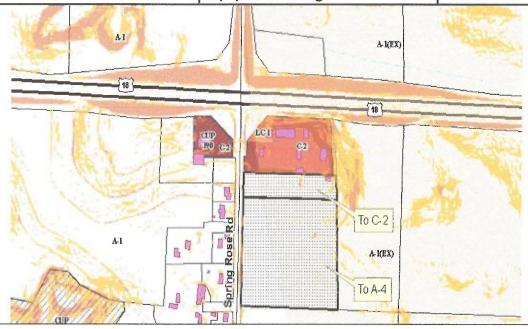




Staff Report

Zoning and Land Regulation Committee

	Public Hearing: September 25, 2012 October 23, 2012	Petition: Rezone 10474
	Zoning Amendment: A-1ex Agriculture District to C-2 Commercial and A-4 Agriculture District	Town/sect: Verona Section 19
	Acres: 2.5 and 12.5 Survey Req. Yes Reason:	Applicant Joel G Grant
	Commercial area needed for additional employee parking and	Location: 2416 Spring Rose Road



equipment storage

DESCRIPTION: Maple Leaf Landscaping would like to increase the size of their facility in order to accommodate their expanding business. The area will be used for the parking employee vehicles and additional storage for their fleet of landscaping vehicles. The southern portion of the property is currently being used to grow landscaping plants.

OBSERVATIONS: The property fronts along US Highway 18/151 and has been used as a landscaping business for approximately 10 years. The area is in the process of being redesigned as part of the DOT Dodgeville to Verona Freeway Conversion project. The plan involves terminating the connection of Spring Rose Road to 18/151 and the installation of a frontage road paralleling 18/151. See attached plan. The frontage road will be placed approximately 100 feet south of current commercial zoning district boundary. This phase of the highway project is slated for 2025. No sensitive environmental features observed on the property.

TOWN PLAN: The Town Plan designates this location as a commercial area. The minor expansion of the commercial enterprise appears to be consistent with the Town Comprehensive Plan and will fall in line with future infrastructure plans.

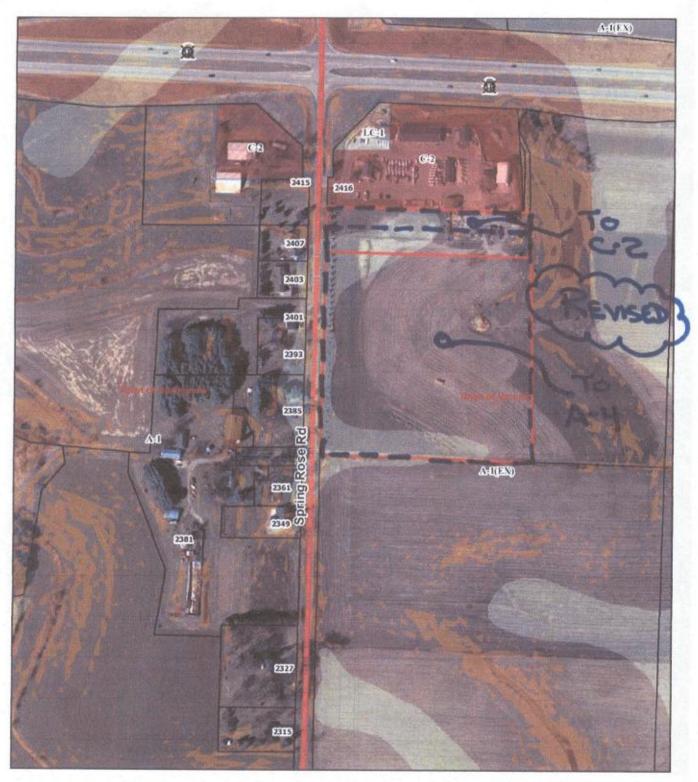
STAFF: The proposal meets the dimensional standards of the zoning district. Staff suggests limiting the land uses on the property as noted on the existing commercial zoning, see Petition #9257. It is also suggested to prohibit billboard signs on the property.

STAFF UPDATE: The zoning boundary has been reduced from 2 acres to a 1.07-acre area as per attached plan. In addition, a landscaped berm has been recently installed to address neighbors concerns. **TOWN ACTION:** Approved with conditions.

10/23/12 ZLR Action:

Motion by Hendrick / Matano to postpone due to public opposition; motion carried, 4-0. YGP vote: 1-0. 11/13/12 ZLR Action:

Motion by Matano / Hendrick to postpone action until a site visit is conducted on the property; motion carried, 4-0. YGP vote: 2-0.



Legend

Significant Soils Steep Slopes

Class

Percent Slope

Class 1

12 to less than 20

Class 2

20 and greater

0 125 250 500 Feet

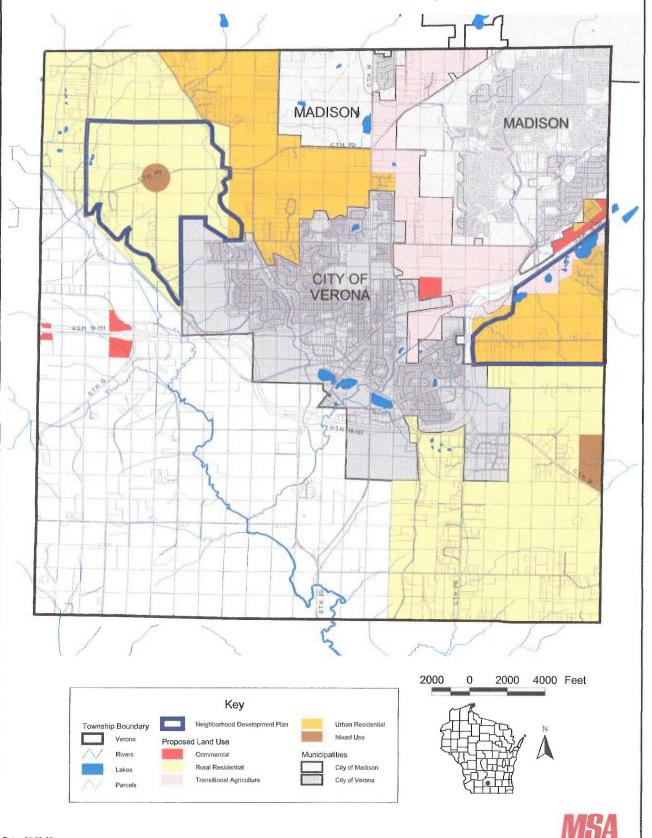
Petition 10474 Grant

Maple Leaf

We the residents and landowners within close proximity of Maple Leaf Landscaping oppose the change in land use being proposed to currently increase more parking area directly across from existing residential properties.

Name RJLHARD BECKWING	Address 2393 SPAINT ROLE RD	Phone No. 845 5075	
Brett 2Ahler	2385 Sping Rose Rd	845-3720	
Adrian Smith	2349 Spring Rose Rd	845.6357	·
Ted Smith	2361 Spring Rose Rd	845-9117	
Melane Zonner	2327 Spring Rose Rd.	845-6704	
Take amuce	1327 Spring Rose Pd	845-6304	
MOR/, N	2315 Spring Rosp Rnoc	d 842 8234	٨
Man Black Recent J. Berne	2403 Spring Rose Fd. 1607 Riverside Rd	845.7247	additional names potition of potition
James Von Esche	2407 SPRINT Rose Pd	848-8936	٠.

TOWN OF VERONA DANE COUNTY, WISCONSIN PROPOSED LAND USE ADOPTED OCTOBER 4, 2005 UPDATED JANUARY 26, 2006



Date: 01-26-06
Drafted: LSR
File: g projects maps wi town verona
Data: provided by Dane Co. LIO, UW-LICGF, and Dane County RPC

DANE COUNTY BOARD OF SUPERVISORS

ZONING & LAND REGULATION COMMITTEE

Site Inspection Meeting

Date: Saturday, November 24, 2012 Time: 9:00 A.M.

Location: 2416 Spring Rose Road, Section 19, Town of Verona

The Committee shall meet at the Maple Leaf Landscaping parking lot.

NOTE: If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

NOTA: Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

LUS CIM: Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Contact Information: Zoning Office, Planning & Development Department, 266-4266, or 266-9138 (TDD)

ITEMS TO BE CONSIDERED

<u>I.</u> <u>CALL TO ORDER</u>

II. SITE VISIT

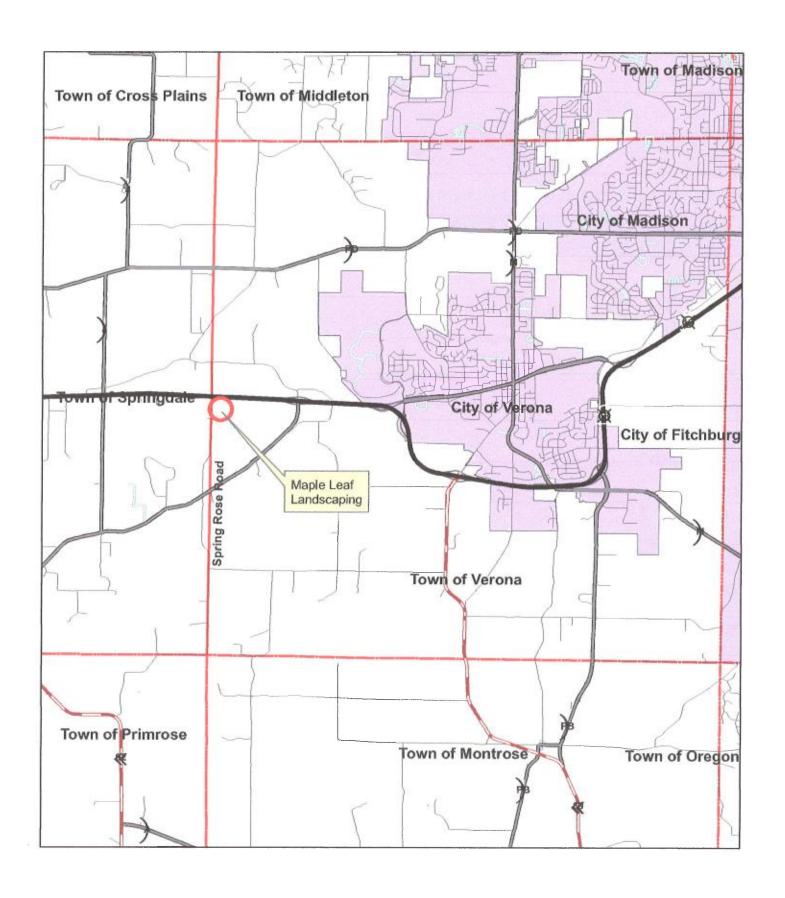
 A site inspection will be conducted by the Committee on the property located at 2416 Spring Rose Road Section 19, Town of Verona. The property is owned by Joel Grant (Maple Leaf Landscaping).

NOTE: This is not a public hearing. Pursuant to established committee policy, no action will be taken and no public testimony will be accepted during the site visit.

III. ADJOURN:

Supervisor Patrick Miles, Chair, Zoning & Land Regulation Committee

AGENDA POSTED: November 14, 2012



November 24, 2012 Meeting location Map

