

**From:** [BARRY M ORTON](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Legistar #63443  
**Date:** Thursday, January 21, 2021 10:04:04 PM

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Plan Commission Meeting 1/25/21

RE Agenda item #8  
Legistar #63443

I am in favor of approval. As a co-founder of the Westside Community Market and a longtime Board member and volunteer at the Market, I have participated in discussions with Smith Gilbane on the return of the Market to the Central Green in Block 6 of the "Madison Yards" development and have testified in favor at meetings of the Plan Commission.

As a resident of Hill Farms for 35 years, I have long experience with the property, having spent many hours helping to run the Westside Community Market on the site from 2005 to 2016. I believe the development will be an asset to the neighborhood. The current status of the property is a liability, and I fear that further delay of this project will result in that status remaining as such for a long time, given current economic conditions.

As an professional planner with Masters and PhD degrees in City and Regional Planning, I look forward to the development contributing to urban infill and serving as a valuable addition to the Hilldale shopping experience as well as a hub for the mid-westside. While I recognize that some have attached hope for the development to solve the area's needs for alternate transportation and sustainability, any specific plans for such today regarding this site are akin to spitting into a high wind, in light of pandemic circumstances.

I urge your approval for this phase of the development.

Barry Orton  
[bmorton@wisc.edu](mailto:bmorton@wisc.edu)  
Professor Emeritus, UW-Madison  
4718 Lafayette Dr  
Madison

**From:** [christopher.martens](#)  
**To:** [Plan Commission Comments](#); [Parks, Timothy](#)  
**Subject:** Madison Yards Block 2 Whole Foods and Residential project  
**Date:** Friday, January 22, 2021 1:32:31 PM

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Hello

I live in the Glen Oak Hills neighborhood, and strongly support the Madison Yards, including the Block 2 Whole Foods and Residential project, as it is currently designed. It is a logical extension of the Hilldale Mall redevelopment, and adds great amenities to this part of Madison. People will be able to walk from adjacent neighborhoods to shop for groceries and other goods, as well as to dine out. It is a good blend of commercial and residential spaces, and it has an attractive design that blends well with neighboring developments. Please approve this project.

Sincerely  
Christopher Martens

**From:** [Charles Gervasi](#)  
**To:** [Parks, Timothy](#); [Plan Commission Comments](#)  
**Cc:** [szimny@gilbaneco.com](mailto:szimny@gilbaneco.com); [Sean Roberts](#); [Melinda Gustafson Gervasi](#)  
**Subject:** Approve Madison Yards Block 2 at Gardner Rd and Sheboygan Ave  
**Date:** Monday, January 25, 2021 11:15:41 AM

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Madison Plan Commission,

I am writing in support of the Madison Yards Project in Hilldale and to ask the Plan Commission to approve the plan for Block 2 of the development at Gardner Road and Sheboygan Ave.

My wife and I have lived in Hillfarms for 20 years, first on Sheboygan Avenue, then in a duplex on Manitowoc Parkway, and for the past 10 years in a home one Whitney Way. More residential and retail space will be a great thing for our neighborhood. One thing I liked about living on Sheboygan Ave was the proximity to shopping. Sheboygan Ave and Whitney Way are corridors for bus service between the Square and the West Transfer Point, so our family has only needed one car. More residential space along this corridor will decrease the overall need for cars and decrease development of the farmland surrounding Madison. It's a good thing for the environment, good for the feel of our neighborhood, and good for the local economy by providing housing and retail for people working in the rapidly growing University Research Tech Park on the other side of the neighborhood.

I ask the Plan Commission to approve this project.

Respectfully Yours,

Charles J Gervasi  
218 S Whitney Way

**From:** [Eliza Kruszynski](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** 701 Gardener (Madison Yards), Agenda Item #8, Legistar #63443 1/23/21 Meeting  
**Date:** Sunday, January 24, 2021 4:09:55 PM

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To the Plan Commission:

My name is Eliza Kruszynski and I would like to comment on Agenda Item #8 regarding the 701 Gardener (Madison Yards) Project. I am a new graduate of UW-Madison. This means I am no longer a temporary resident going to school-- the city of Madison is truly my home. As such, I feel it is important I voice my concerns as a citizen regarding this project.

For three years, I lived in Madison without a personal vehicle, without a problem. The downtown area is known for its pedestrian and bike-friendliness. However, I was forced to invest in a personal vehicle once I graduated. Pedestrian and bike-friendliness quickly drops off beyond campus, and this inconsistency is disappointing knowing how active our City residents love to be.

Therefore, I would like to advocate for increased walkability of this area and a commitment by the developer to host a B-Cycle station, as well as ensure there are plentiful bike racks in various areas of the complex.

These transportation options mean more than increased access to me. It also means that the project developer is truly invested in the wellbeing of our city; that is, the sustainability of Madison. I earned degrees in Environmental Science and Political Science from UW-Madison. The education I have earned from this very city tells me that our lives will be at risk. Climate change is the most pressing problem that future generations will undoubtedly face. The developers have a responsibility to actively and successfully include the Madison's Sustainability Plan and Dane County's Climate Plan. Infrastructure with intent and sustainable energy sourcing should be critical to this project if it is to be a point of pride within the city and serve justice to all generations.

I look forward with optimism that the project developer and the City of Madison will effectively take on these responsibilities.

Sincerely,  
Eliza Kruszynski

**From:** [Susan Millar](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Gregg May](#); [Kathryn Pensack](#); [Hayley Tymeson](#)  
**Subject:** Re Item #8, Legistar 63443 - Madison Yards  
**Date:** Monday, January 25, 2021 12:07:42 PM

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Members of the Plan Commission,

I write to:

1. Recognize the improvements that the Madison Yards developers made in the Jan 15, 2021 TDMP Plan, submitted as part of the materials under review for Legistar 63443 in the 1/25/2021 Plan Commission agenda, and
2. Request that the City develop a TDMP policy that specifies how TDM plans will be **enforced** into the future.

Regarding my second point, I bring to your attention that in neither the 1/15/21 revised TDMP plan, nor in the 292-page memo provided by JDS Professional Services about "trip generation calculations," is there any information about how this revised TDMP will be enforced. I was glad to find on page 286 of the JDS memo the statement that the TDMP draft submitted on March 23, 2018 by Kimley Horn, had "been rejected due to its inherent unenforceability and unsustainable nature." But upon reading the 1/15/21 version of the TDMP, I still cannot find information about how this plan will be enforced and sustained into the future. There are no stated consequences for failure to implement these plans. In other words, the problem that caused the 2018 version to be rejected has not yet been addressed. Which means that, as soon as the Plan Commission approves this plan, many if not all of these good plans will be outside of the city's control, and could be ignored with impunity.

I am aware that the City of Madison is developing, or is considering developing an official TDM policy. My request is that this policy specifies how TDM plans will be **enforced** into the future. Otherwise, we are spitting into the wind. And as for the CO2 emissions, tick tock.

Thank you for considering this challenging yet very important problem.

Susan Millar  
2233 Rowley Ave., Madison 53705  
Member, 350 Madison

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I was born when CO2 PPM was 310.5.

When my youngest grandchild was born, PPM was 400.0 (2015)

At current rates, when he is 20, PPM will be 430.

See the [data provided by climate.gov](#).



STATE OF WISCONSIN  
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor  
Joel Brennan, Secretary  
Paula Veltum, Administrator

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1/22/2021

Dear City of Madison Plan Commission Members,

The State of Wisconsin, Department of Administration would like to take this opportunity to continue to share its support for the private development plans at Madison Yards. The increased development at this site will provide anticipated amenities and increased pedestrian routes to the many tenants of the Hill Farms State Office Building as well as the public.

Smith Gilbane, a joint venture comprised of Gilbane Development Company and Summit Smith Development, with Gilbane Building Company and CD Smith Construction delivered the State's Hill Farms Office Building and 1,700-car parking structure in Madison, WI ahead of schedule and on budget, allowing the Department of Administration and the taxpayers of Wisconsin to realize significant savings for reduced capitalized interest costs.

The entire Hill Farms project involved a 20.75-acre site which includes the development, finance, design, and construction of the nine-story, 600k SF Hill Farms State Office Building providing space for several State of Wisconsin Agencies; a 1,700-car parking structure; demolition of the existing high-rise State Office Building; site improvements and development of the remaining 13-acre multi-use development known as Madison Yards. Throughout the process, Smith Gilbane approached the project solutions focused to maximize value for the State of Wisconsin and deliver results. The team was professional, knowledgeable, and committed to the success of the project.

Thank you again for the continued opportunity to support this project.

Sincerely,

*Paula Veltum*

Paula Veltum, Division Administrator  
Department of Administration - Division of Facilities & Transportation Services

**From:** [Jenna Rethman](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Madison Yards Project  
**Date:** Sunday, January 24, 2021 1:39:29 PM

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Madison Yards  
Agenda #8  
Legistar #63443  
January 22, 2021

To Whom it May Concern;

Hello. My name is Jenna Rethman, and I am a part of 350 Madison's Plan Commission Climate Corps, and I have concerns with the Madison Yards Development Project. I care about this project because I always have the welfare of the community and environment at heart. I appreciate the steps that have been made to make it walker and bicyclist friendly, but I will not be satisfied until the project reflects zero-waste building.

There are many improvements that can be made by using renewable forms for electricity. Providing heat pumps for heating, cooling, and refrigeration. The reduction of everyone's carbon footprint is the fastest way for our world to live sustainably. Companies like you should be advocates for change, and many people will follow. Zero waste living is our future. This is why you will be saving money now by being proactive to the change that is to come.

Thank you for your time, and I hope you take my comments into consideration!

Sincerely,  
Jenna Rethman



**From:** [Jim Stoppie](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Parks, Timothy](#)  
**Subject:** Vote of approval for Madison Yards project - Agenda item 8 January 25, 2021 Plan Commission  
**Date:** Monday, January 25, 2021 10:44:51 AM

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I would encourage Plan Commission to approve the project put together for Madison Yards at this evenings Plan Commission meeting.

The Developers have put a tremendous amount of time and energy into the development of the Madison Yards project. This parcel has been a blight on the neighborhood for a long time. This development proposed will add a tremendous amount of much needed energy and vibrancy to the neighborhood.

There are hundreds of apartment units that surround this project plus the apartments planned for Madison yards. This will afford many of those apartment dwellers with the opportunity to live and work within walking distance of their homes.

If this project does not go through, it will take many years before Madison can convince another developer to tackle a project of this size.

I think the Developers have worked closely with city officials to come up with the best plan possible for this location and I encourage Plan Commission to approve their project this evening.

Thank you.

James Stoppie, CPM  
Madison Property Management, Inc.  
1202 Regent St.  
Madison, WI 53715  
Desk 608-268-4912  
Cell 608-516-8272  
Office 608-251-8777  
[jim@madisonproperty.com](mailto:jim@madisonproperty.com)  
[www.madisonproperty.com](http://www.madisonproperty.com)

**From:** [Melinda .](#)  
**To:** [Charles Gervasi](#); [Parks, Timothy](#); [Plan Commission Comments](#)  
**Cc:** [szimny@gilbaneco.com](mailto:szimny@gilbaneco.com); [Sean Roberts](#)  
**Subject:** Re: Approve Madison Yards Block 2 at Gardner Rd and Sheboygan Ave  
**Date:** Monday, January 25, 2021 2:23:29 PM

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Madison Plan Commission

I echo my husband's comments supporting both the Sheboygan and Mineral Point/Whitney Way projects. As a lifelong west side Madison resident, I am thrilled to see development within the city as opposed to destroying the outlying land. Density is the future, and I encourage your members to vote in favor of all projects that promote density, reducing the need for cars.

Thank you for your service,  
Melinda Gustafson Gervasi  
218 South Whitney Way  
Madison, WI 53705

Melinda Gustafson Gervasi, Attorney  
Gustafson Gervasi Law Office, LLC  
5555 Odana Rd., Suite 205  
Madison, WI 53719  
608.274.7192  
[www.gustafsonlegal.com](http://www.gustafsonlegal.com)

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**From:** Charles Gervasi <[charlesjgervasi@gmail.com](mailto:charlesjgervasi@gmail.com)>  
**Sent:** Monday, January 25, 2021 11:15 AM  
**To:** [TParks@cityofmadison.com](mailto:TParks@cityofmadison.com) <[TParks@cityofmadison.com](mailto:TParks@cityofmadison.com)>; [pccomments@cityofmadison.com](mailto:pccomments@cityofmadison.com) <[pccomments@cityofmadison.com](mailto:pccomments@cityofmadison.com)>  
**Cc:** [szimny@gilbaneco.com](mailto:szimny@gilbaneco.com) <[szimny@gilbaneco.com](mailto:szimny@gilbaneco.com)>; [Sean Roberts](mailto:sroberts@summitsmith.com) <[sroberts@summitsmith.com](mailto:sroberts@summitsmith.com)>; [Melinda .](mailto:melinda@gustafsonlegal.com) <[melinda@gustafsonlegal.com](mailto:melinda@gustafsonlegal.com)>  
**Subject:** Approve Madison Yards Block 2 at Gardner Rd and Sheboygan Ave

Madison Plan Commission,

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My wife and I have lived in Hillfarms for 20 years, first on Sheboygan Avenue, then in a duplex on Manitowoc Parkway, and for the past 10 years in a home one Whitney Way. More

residential and retail space will be a great thing for our neighborhood. One thing I liked about living on Sheboygan Ave was the proximity to shopping. Sheboygan Ave and Whitney Way are corridors for bus service between the Square and the West Transfer Point, so our family has only needed one car. More residential space along this corridor will decrease the overall need for cars and decrease development of the farmland surrounding Madison. It's a good thing for the environment, good for the feel of our neighborhood, and good for the local economy by providing housing and retail for people working in the rapidly growing University Research Tech Park on the other side of the neighborhood.

I ask the Plan Commission to approve this project.

Respectfully Yours,

Charles J Gervasi  
218 S Whitney Way

**From:** [Andrew Pfeiffer](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Comments regarding Madison Yards  
**Date:** Monday, January 25, 2021 5:23:06 PM

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

Hi,

I apologize for my last-minute email, but as a resident on Sheboygan Avenue, I am writing in opposition to the construction of the Whole Foods store at Madison Yards. I feel that the pretentious, discriminatory nature of the current business does not belong in my neighborhood. I feel their relocation to Sheboygan Ave may drive rent prices up further and offers no benefits that are not currently offered by existing stores within walking distance.

Thanks for listening,

Andrew Pfeiffer