

From: [Charles Gervasi](#)
To: [Parks, Timothy](#); [Plan Commission Comments](#)
Cc: szimny@gilbaneco.com; [Sean Roberts](#); [Melinda Gustafson Gervasi](#)
Subject: Approve Madison Yards Block 1
Date: Monday, April 19, 2021 1:28:39 PM

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Madison Plan Commission,

I am writing to urge you to approve Block 1 of the Madison Yards project. I support this project because more residential and commercial space will be a good thing for our neighborhood and the environment. The research park is creating good jobs, and having places for those people will draw even more good jobs to our area. The thoughts in the message below regarding Block 2 apply equally to Block 1.

Please approve this development project.

Respectfully Yours,

Charles J Gervasi
218 S Whitney Way

On Mon, Jan 25, 2021 at 11:15 AM Charles Gervasi <charlesjgervasi@gmail.com> wrote:
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: [christopher martens](#)
To: [Plan Commission Comments](#); [Parks, Timothy](#)
Subject: Madison Yards Block 1 - 4702 Sheboygan Avenue
Date: Thursday, April 15, 2021 9:05:40 PM

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Hello

As a resident of an adjacent neighborhood, I strongly support The Madison Yards Block 1 Project by Summit Smith Development at 4702 Sheboygan Avenue. Like Block 2, I think it is an excellent urban design that extends the reimagination of the area begun with the Hilldale Mall redevelopment. It is a good mixture of residential and commercial space that will provide much needed housing units and shopping for Madison's west side. Consider what the area looked like when the old, dated Wisconsin D.O.T. Building was still standing. Please approve this project as presented.

Regards
Christopher Martens

From: [Jim Stoppie](#)
To: [Plan Commission Comments](#)
Cc: [Parks, Timothy](#)
Subject: Support for Madison yards at Hill Farms block 1 and 2
Date: Monday, April 12, 2021 4:19:42 PM

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The former DOT lot has remained vacant for several years. I think everyone in the neighborhood would like to see this type of well-planned activation of the space.

The plans for blocks 1 and 2 provide for housing, parking, and retail. These are all desperately needed commodities in the Hill Farm Neighborhood.

There are many people that would love the opportunity to live in the same neighborhood where they work. There are very few Madison Wisconsin neighborhoods that allow for this to happen. The plans for blocks 1 and 2 allow for both.

Current occupants of the neighborhood will also benefit immensely from the commercial venues incorporated into the project.

I would urge Plan Commission to approve the project as presented this evening.

Thank you.

James Stoppie

From: [Parks, Timothy](#)
To: [Cleveland, Julie](#)
Subject: FW: Madison Yards Phase 3 SIP - Including State Investment Board Building
Date: Monday, April 12, 2021 4:15:56 PM
Importance: High

Julie,

Could you attach this as a late public comment for 64604 on tonight's PC agenda?

Thanks!

TIM

From: Michael J. Lawton <mlawton@boardmanclark.com>
Sent: Monday, April 12, 2021 3:47 PM
To: Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>
Cc: Sean Roberts <sroberts@summitsmith.com>; Zimny, Shawn <szimny@GilbaneCo.com>;
district11@cityofmadison.com
Subject: Madison Yards Phase 3 SIP - Including State Investment Board Building

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Tim and Kevin,

The SIP at Madison Yards for Phase 3 including the building that will contain the State of Wisconsin Investment Board is on the agenda for the Plan Commission meeting tonight.

The Hill Farms Association planning commission has met virtually with the Madison Yard representatives and reviewed their plans. We do not have any objections to the plans for this phase, but wish to make some comments that are stated below that will be continuing questions to be dealt with as this overall project moves forward. We do look forward to the commencement of construction of this project in the very near future.

The following are important on going issues that we are concerned about or that should be monitored:

1. **Traffic and parking.** We know that the Plan Commission has required a traffic demand management program for Madison Yards. We will be monitoring this aspect of the project to make sure that undue traffic or parking issues not created, and if they are, that remedial action is taken. We request that City staff do the same and share the outcome of the monitoring process with our neighborhood.
2. **Tax incremental finance connection to this project.** We understand that the applicant is seeking TIF support for elements of the Madison Yards structured parking. If a new TID is created or an existing TIF plan is amended to assist Madison Yards, we can anticipate an

enormous potential tax increment. There may be public projects, or work force/affordable housing in the area, that may be able to benefit from such a TIF project, including pedestrian/bicycle transportation, traffic management and stormwater management projects in the Hill Farms area. Hopefully, this can and will be investigated by City staff as part of any TIF approval process. We are willing to participate in this process as an Association.

Mike Lawton
Chair, Hill Farms Planning Committee