



Traffic Engineering Division

David C. Dryer, City Traffic Engineer

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April 17, 2006

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer

SUBJECT: **Additional Comments: 702 North Midvale Blvd. – Rezoning – PUD (SIP) to Amended PUD (GDP-SIP) – 50,000 Sq. Ft. Grocery Store**

TE Staff has learned that the Council referred the subject project back to the Plan Commission, and the matter is on the agenda this evening. The minutes of the PC where this project was initially placed on file do not reveal that traffic issues were the basis for this decision. Since that Plan Commission meeting, TE staff has not been presented with any new information to review or respond to.

As TE staff is unable to attend the PC meeting tonight due to other commitments, the following is offered to assist if any questions or issues are raised.

The Plan Commission should have the TE Staff report dated March 13, 2006 re. the subject project. From a traffic perspective, staff is satisfied that if the recommended conditions are made conditions of approval that reasonable study and measures are being or will be taken to address and accommodate the proposed development.

TE staff expects the applicant and Whole Foods project to implement the following as part of the subject development proposal:

- 1) The applicant shall enter into a subdivision contract or developer's agreement for the reconstruction of the streets and sidewalk adjacent to the development, including the sidewalk along University Ave and intersection changes on Segoe Rd. The reconstruction of the streets and sidewalk shall be subject to the plans and specifications of the City Traffic Engineer and City Engineer, with final approval by the Board of Public Works and Council. Preliminary plans are to:
- 2) Widen Frey Street from 32 feet to 38 feet at the intersection with Segoe Rd (and maintain as two-way);
- 3) Install a special left turn out and median treatment for Frey St. onto Segoe Rd, as shown in the Developer's traffic study and subject to final design by TE staff;
- 4) Relocate the sidewalk on University Ave to provide more pedestrian buffer space and space for street trees and landscaping.
- 5) Install a special landscaping package along University Ave as part of the new driveway permit and relocation of the sidewalk.

- 6) Finally, as a Condition of the subject Amended GDP and Future SIPs: The GDP shall include a note in the text and face of the GDP site plan that states: Approval of the GDP is subject to the developer completing a **GDP Transportation Plan** for the Hilldale properties no later than the next SIP following the Whole Foods Grocery Store SIP.
- ✓ Specific recommendations of the subject **GDP Transportation Plan** that involve major changes to City intersections and streets will need further review and approval by the City.
 - ✓ The Developer shall provide a more detailed, area-wide traffic impact study, and a detailed development and transportation management plan.
 - ✓ The scope of the study shall include changing Sawyer Terrace to 2-way traffic including possible widening; and alternative intersection treatments for Segoe Road and Heathercrest extended, Segoe and Sawyer Ter., and Segoe and Sheboygan Ave.
 - ✓ Unless otherwise modified by an alternative financing plan, the Developer is expected to finance 100% of the street reconstruction and traffic signal costs for the changes required by the City in the GDP Transportation Plan that provide an exclusive benefit to the GDP as determined by the City, and their proportional share of costs for changes provide less than an exclusive benefit to the GDP as determined by the City. Such changes may require the Developer to enter into a developer's agreement/subdivision contract with the City for the public infrastructure items associated with their development. Special Assessments may also be levied against the GDP to finance transportation changes required by the City.

Staff hopes this additional information is helpful in the Plan Commission's consideration of this item. Thank you.

DCD:DJM:dm

Post-it* Fax Note	7671	Date	4-17-06	# of pages	1
To	Brad Murphy		From		
Co./Dept.	For Tonight's Plan Commission Meeting		Co.		
Phone #	Re: Whole Foods - Please Read		Phone #		
Fax #	267-8739		Fax # Allowed if Appropriate		

April 17, 2006

Mr. Brad Murphy, Planning Director
City of Madison Planning Commission
215 Martin Luther King Jr Blvd
Madison, WI 53701

Re: Whole Foods, April 17, 2006 Plan Commission Meeting

Commissioners:

Terese Zache Designs is a locally-owned women's apparel retailer that recently moved and expanded into Hilldale Mall from Greenway Station in Middleton. Our decision to relocate was made based on several factors, primarily being: what we felt was a better in-town location, the proposed reconstruction & expansion of Hilldale by Joseph Freed and their successful track record of similar projects around the country, and most importantly the proposed mix of national and local tenants who's co-tenancy brings in more of the same customers that frequent our store. Co-tenancy is what retail is all about and Freed appears to be delivering on their promise to us to attract quality tenants and complete the reconstruction of Hilldale in a timely & first rate manner which will invigorate the center and surrounding area.

We feel Whole Foods is a perfect co-tenant that will benefit Hilldale Mall, the surrounding area and TZD by bringing in more good customers for everyone. As you know Hilldale was deteriorating and is now being turned around; keeping this momentum going with the addition of Whole Foods will continue to attract even more new and better retailers to the center more quickly.

Additionally, it is our experience that convenience is one of the single most important needs of retail customers today. Whole Foods will be a positive benefit to Hilldale's local tenants as Whole Foods will act as a retail generator, will be complimentary to the existing tenants, and will make Hilldale more convenient for customers who want to shop for groceries and a variety of other retail goods in a single stop. We feel relocating the existing Whole Foods to Hilldale will not adversely affect other area grocers because Whole Foods already exists in the market only 3-blocks away, so any impact of the new store will be minimal to non-existent. We also feel that the parking Whole Foods is proposing is adequate and not over done. However it is critical to understand that retail lives or dies based on its parking. Reducing the parking below the proposed amount of spaces would likely have an adverse impact on Whole Foods and the overall success of Hilldale.

The center needs major anchors and retail generators to survive and prosper, and we feel Whole Foods is an excellent addition and urge you to allow the project to proceed as proposed as soon as possible. Thank you for your consideration.

Sincerely,
Terese Zache Designs

Terese Zache
Owner/Designer

fc:ltr37852.doc

Brad Murphy

From: White, William F. [WFWhite@michaelbest.com]
Sent: Monday, April 17, 2006 10:19 AM
To: Brad Murphy; Timothy Parks
Cc: bfink@jfreed.com; PFrautschi@aol.com; tcarter@cbdinc.us
Subject: Freed Proposal-Item ^ on the Plan Commission Agenda

Brad and Tim- We see that the Freed/Whole Foods proposal is on the agenda for the Plan Commission this evening. Please be advised that the Weston Place Condominiums support the Freed proposal as outlined in the most recent Feed submission. Please call with any questions. Bill White

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Brad Murphy

From: Karl Frantz [kpfrantz@shorewood-hills.org]
Sent: Monday, April 17, 2006 10:03 AM
To: Brad Murphy
Cc: Bromley, Joyce; David Benforado; Hans, Peter; Karl Frantz; Lori DiPrete Brown; Marilyn Townsend; Mark Sundquist; 'Etmanczyk, James'; 'Lea Aschkenase'; 'Thomas, William'; 'Wellensiek, Karl'
Subject: Shorewood Hills Comments on Whole Foods

Dear Mr. Murphy and Members of the Plan Commission,

Please accept this e mail correspondence from the Village of Shorewood Hills pertaining to the conditional use permit application for a new Whole Foods store to be located south of University Avenue as part of the Hilldale complex.

It is essential that storm water runoff generated from this site be effectively managed in terms of quantity and quality. As you are aware, storm water does not follow jurisdictional boundaries and flooding has and continues to be a major problem in the Garden Homes, University/Midvale and Shorewood Boulevard areas of the Village.

The Village completed a study of this drainage area and developed alternative methods to deal with runoff from this basin that addressed quantity and quality issues as opposed to a piped solution that ignored water quality concerns. Since this project is so close to the flood prone area, detailed modeling of flows should be required to determine the correct detention and release ratios from this site to improve the flooding problem. The Village requests that it be provided storm water calculations including predevelopment, present, and proposed runoff from this site based on rainfall events of various magnitudes for our review.

Good Urban Planning does not follow jurisdictional boundaries. As you are aware, the entire University Avenue in this vicinity is witnessing redevelopment. In addition, University Avenue is going to be in need of major reconstruction within the next several years. The Hilldale project, redevelopment of Hill Farms, and on the Village side, redevelopment of the Pyare Square building, Doctors Park and Walnut Grove (as well as the need for reconstruction on University) offers the City and Village an opportunity to plan the corridor on a comprehensive basis.

The Village Plan commission is interested in establishing a dialogue with the City regarding planning in this area and would like to offer you an invitation to meet with us. We are hopeful that the Whole Foods project will be handled by the City taking the above matters into account.

Sincerely,

Karl Frantz
Village Administrator

Brad Murphy

From: Prager, Michael [Michael.Prager@dnr.state.wi.us]
Sent: Monday, April 17, 2006 1:31 PM
To: Brad Murphy
Cc: Robbie Webber
Subject: Comments on Whole Foods Plan for Plan Commission tonight

Comments on Whole Foods Plan for Plan Commission tonight.

To Mr. Murphy-

I am unable to attend the hearing tonight about the proposed plans for the Hilldale area Whole Foods store. Please share these comments with the Plan Commission. For the record, I like Whole Foods and enjoy shopping there. I am not in favor of the proposed redevelopment of this land. My main concern is that the plans for too much surface parking. This will be ugly, environmentally harmful and a waste of space. The larger the surface parking the less friendly this area becomes for pedestrians and bikes. This part of a larger renovation of the mall and while I don't like malls much, the advantage of a mall is that the different users can share parking. I suggest you consider the principles in the recent book from the American Planning Association, the High Cost of Free Parking. <http://www.planning.org/bookservice/highcost.htm> They do not need this much parking right there in front of the store, this is a luxury that our community can no longer afford to support. While the building looks nice, this will be a blight in the area worse than the buildings that stand there now.

This is not a suburban mall, this is a mixed use, urban, transit connected area and many shoppers can and will access this area without a car. Furthermore, it seems perfectly reasonable for the owners to facilitate shoppers to park near the mall proper and walk to the store. On the few rare days when the store would be very very busy and a smaller parking lot (150 spots) were to be full shoppers could simply park in the area near the Sentry side of the mall if it were designed to be accessible. They could offer drive up put the bags in the car for shoppers who have to walk 5 minutes to get their car. The world will not end if there are a few days when the parking lot is full and shoppers have to wait a few minutes to find a spot or they need to park a little further and walk. The vision for Hilldale should consider that people actually park at one end of the mall, do some shopping, stop by the farmers market, read a book, eat lunch, get a few groceries, all without getting back in their car.

I suggest that the entire plans be reconsidered for this area. I do not necessarily think that they must build underground parking or a parking ramp, I think simply a smaller surface lot would be more than enough to reasonably support such a store. They already have a successful store which they can keep going strong while plans for this new property are given adequate time to be carefully considered for the future.

If such a plan is built, my prediction is that 362 days a year there will be at least 30 open spots in the Whole Foods lot and many open spots in the other near by lots on University and in the corner of lot proposed on the existing mall behind Sentry. This is becoming a dense residential area and the people there would be much happier with less surface parking in their neighborhood. The only advantage to this large surface parking area would be a large area for the kids in the adjacent condos and apartments to play kick ball and four square when half of the lot is empty.

Sincerely,

Michael Prager
608-261-4927
mprager@charter.net
2118 Regent Street
Madison, WI 53726

4/17/2006

Brad Murphy

From: RABlack@aol.com
Sent: Monday, April 17, 2006 1:10 PM
To: Brad Murphy; district5@cityof madison.com
Subject: Whole Foods

Dear Mr. Murphy:

Robbie Webber suggested sending comments to you regarding the proposed Whole Foods at Hilldale. I'm opposed to it. We have a very nice, locally owned supermarket a stone's throw from the proposed location; I can't imagine that a Whole Foods at that location would do good things for Sentry. In addition, there is also already quite a bit of congestion at the Midvale/University Avenue intersection. Even if there is adequate parking for the Whole Foods, somehow cars will still have to get into and out of the parking lot or garage.

Thanks for your consideration.

Sincerely,

Rebecca Blank
2010 Van Hise Avenue

Timothy Parks

From: Brad Murphy
Sent: Tuesday, April 18, 2006 2:49 PM
To: Timothy Parks
Subject: FW: in support of Whole Foods New Building

FYI

-----Original Message-----

From: Patricia Mulvey [mailto:patmulvey@yahoo.com]
Sent: Tuesday, April 18, 2006 8:53 AM
To: Brad Murphy
Subject: in support of Whole Foods New Building

I am a personal chef. My job is to create customized meals for clients to reheat at their convenience. I am committed to using natural foods, preferably organic foods, and I strive to avoid products laden with preservatives, hydrogenated oils etc. I also want to support sustainable seafood fishing practices, natural meats and poultry that is raised without growth hormones, excess antibiotics etc. Whole foods market is my market of choice to purchase these items.

Its University Avenue location, close to my home and my clients, make it an ideal shopping choice for my work and my personal consumption.

I used to live in Philadelphia where I had access to a fantastic whole foods market with a much wider range of products than Madison's whole foods carries. I was very excited to hear that Whole Foods planned to expand their space, and thus provide a wider range of their unique products, many of which I cannot purchase through traditional supermarkets.

I support Whole Foods Markets desire to expand its store!

Patricia Mulvey

What's for Dinner LLC, Personal Chef Service

118 Forest Street Madison, Wisconsin 53726

608-236-0388 (h) 608-279-2740 (w)

www.whatsfordinnerllc.com

Timothy Parks

From: Brad Murphy
Sent: Tuesday, April 18, 2006 3:02 PM
To: Timothy Parks
Subject: FW: About Whole Earth Foods

FYI

From: [mailto:tupguy3@excite.com]
Sent: Tuesday, April 18, 2006 9:26 AM
To: Brad Murphy
Subject: About Whole Earth Foods

I AM VERY DISAPPOINTED! FOUND OUT THIS MORNING THAT WHOLE EARTH IS STAYING WHERE IT IS !!!! I DO NOT WANT WHOLE EARTH FOODS AT THE CORNER OF HILL STREET AND UNIVERSITY AVENUE!

- The corner is not a pedestrian safe corner. As for those who walk east to west, or visa versa,
- Also not a good intersection for bicyclists traveling the same route pattern.
- Traffic pattern is not cool - 4 vehicles trying to get on University and 6-8 vehicles are trying to get in!
- Blocking the flow of traffic on University Avenue.
- It's not good for emergency vehicles trying to get through.
- They need a better entrance and exit.
- More parking elsewhere - not in my neighborhood!

Next time this comes up - get it passed and get it moved! ASAP Feel like organizing a boycott of the store for these purposes.

Join Excite! - <http://www.excite.com>
The most personalized portal on the Web!

4/18/2006

Brad Murphy

From: Scott Lindstrom [scottl@ssec.wisc.edu]
Sent: Monday, April 17, 2006 1:00 PM
To: Brad Murphy
Cc: scottl
Subject: Whole Foods Parking Lot

I write to voice my opposition to the planned configuration of Whole Foods near Sentry. Specifically I am alarmed at the enormous size of the planned parking lot. I urge the Planning Commission to turn down the re-design and to insist on a smaller parking lot or, ideally, underground parking. University Ave is ugly enough without having a large parking lot plunked down next to it for the next 25 years.

Thanks for listening. Please distribute this email to the Planning Commission

Scott (not speaking for the UW, obviously) 300 Virginia Terrace Madison 53726
238 1472

Brad Murphy

From: Chamond Liu [chamond@gmail.com]
Sent: Monday, April 17, 2006 2:14 PM
To: Brad Murphy
Cc: Robbie Webber
Subject: Hilldale redevelopment

Brad,

I am not familiar with the details of the Hilldale or Whole Foods plans, but in any case large surface parking lots are antithetical to good urban design, IMO. They are environmentally destructive as well as esthetic turn-offs. They also encourage more automobile use rather than the alternatives.

Why not build parking structures, especially underground ones? They may cost more initially, but in the longer term society will be grateful.

Sincerely,
Chamond Liu
202 N. Spooner St.

Brad Murphy

From: Lynn Entine [lynn@entine.com]
Sent: Monday, April 17, 2006 5:33 PM
To: Robbie Webber
Cc: troythiel@yahoo.com; Brad Murphy
Subject: Tonight's Plan Commission meeting

To Ald. Robbie Webber and Plan Commissioners

This is to register my strong opposition to granting Whole Foods a permit to build a "big box" one-story food store with 240 surface parking stalls at the Hilldale/Humana Building site.

1. Whole Foods has built a thriving business at its current site where the vast majority of parking is away from University Avenue and well behind the building. At the time the store went into that location the owners were willing and even anxious to accommodate the concerns of neighbors about the unsightliness of a big lot, the need to carefully control traffic flow, and related issues. It seems highly unlikely that their customers will stop shopping with them at a new location where parking is similarly distant.
2. The citizens of our area have repeatedly endorsed designs that enhance its urban nature and opposed structures that are out of scale and out of character. Several surveys have shown that at least thirty percent of Regent residents walk to work, and use bicycles and buses to get around. Human scale structures and walkable communities are more livable and more environmentally sound. Research repeatedly shows that customer satisfaction and store sales are not hindered by placing parking behind the building and away from the street.
3. Because of significant stormwater flooding at the Midvale/University intersection, and other environmental concerns, the Village of Shorewood Hills invested considerable resources into modifying the design of the Borders/Walgreens/Copps site. They also spent over \$300,000 on a concrete retaining wall to divert runoff away from the houses and to slow its scouring rush toward Lake Mendota. As I understand it, they have been only partially successful. As recently as last summer the intersection was more than 2 feet under water after a heavy rain. A large scale surface parking lot as proposed by Whole Foods will make certainly the problem worse. How exactly does Freed/Whole Foods propose to handle stormwater from the site? I can not believe that the City of Madison and Plan Commission wants to encourage giving even more runoff a straight pathway directly into the Lake.
4. University Avenue at Midvale and at Segoe is very difficult for pedestrians to cross at any time of day. I have personally watched senior citizens carrying packages and children with bicycles struggling to get across. At rush hours, with left turn arrows, and aggressive drivers running red lights, the area is a nightmare. Freed has just built more residential housing, increasing the number of potential pedestrians needing to cross the street. The condominium tower on Segoe is also contributing more pedestrians and cars. Adding to the traffic congestion at these intersections -- as the entire Freed/Hilldale development is doing -- must be given very careful traffic flow analysis with emphasis on improving the safety of pedestrians, bicyclists, and elderly drivers. How does the parking plan for the Whole Foods/Humana corner contribute to safer conditions?
5. Single story big box stores are well known to be wasteful of energy, bad for groundwater and stormwater runoff, and wasteful of land. In addition, this design seems to be in direct conflict with

4/18/2006

Whole Foods' emphasis on environmentally friendly organic products both as a major segment of their product line and a marketing strategy.

Please convey the message to this company that we welcome their business to our community, and we ask them to respect the community in building their structure. If McDonalds Corporation can do without its trademark golden arches in historic areas, certainly Whole Foods can do as well, or even better.

Sincerely,
Lynn Entine

At 12:36 PM 4/17/2006, you wrote:

Some in the neighborhood have spoken to me about the next phase of the Hilldale redevelopment. If you want to weigh in, now is the time to do it. Of course, I'll be glad to hear from you, but more important is expressing your feelings to the Plan Commission tonight. They will again consider Phase II, and if it passes tonight, it will likely pass the Council and be built as proposed. Citizen input will be very important tonight. One of two people's voices can make the difference in whether this plan goes through or not.

My feelings on the subject below, but here is how you can be heard directly:

1. The Plan Commission Public Hearing starts at 6 PM in Room 201 of the City/County Building - same room where the Council meets. You can register to speak, and you will be called when the item comes up. It might be awhile, so bring something to read.
2. Register your feelings, but don't stay. Simply check whether you are in favor or opposed, and that you do not wish to speak. Obviously, you won't be able to give details.
3. Write a letter/email and drop them off at the meeting for the Commissioners to read. There are 11 Commissioners, but you might want to make a few extras for the audience, press, etc. If you are downtown earlier in the day, you can drop them off at the Council office, and I can bring them with me. The Council office is Room 417 of the CCB.
4. Write an email to Brad Murphy, and ask that he distribute copies to the Plan Commission. His email is bmurphy@cityofmadison.com. Again, if you want to email me, I can make copies as well. Just be clear that it is to be sent to Plan Commission.

As for my feelings, I spoke against the plan for a new Whole Foods store, where the Humana building is now, at the last Plan Commission. The Commission voted against it 6-1, but the developers are trying again with only minor modifications.

My principal objection is the enormous surface parking lot along University Ave. Although it may look like a terror now, a number of alders, neighbors, and county supervisors are trying to plan for it to become a more attractive and humane roadway in the future. Featuring a huge parking lot along the roadway is not a good start to the redesign.

There really is no reason that a surface lot has to be that big in that location. The building that will be torn down currently has underground parking. The site is also a hillside, so building parking under the building should be a fairly simple task. However, the developers have said that Whole Foods

requires 240 surface spots, REGARDLESS of any structured (ramp) parking or underground spots. To me, that is not a good enough reason. We are fortunate to have many grocery options in our part of town, and sticking in a big surface parking lot to suit another one does not seem like a good choice.

So, there's my two cents worth. I hope the Plan Commission will hear from you as well.

-- Robbie

YAHOO! GROUPS LINKS

- Visit your group "[RegentNeighborhoodAssn](#)" on the web.
 -
 - To unsubscribe from this group, send an email to:
RegentNeighborhoodAssn-unsubscribe@yahoogroups.com
 -
 - Your use of Yahoo! Groups is subject to the [Yahoo! Terms of Service](#).
-

Lynn Entine

Entine & Associates, 2227 Van Hise Ave., Madison, WI 53726

OFFICE: 608-231-3684

CELL: 608-772-0531

FAX: 440-540-0490

Smart Growth

A - thought out \rightarrow planned
foresight
"input from neighborhood" \rightarrow long-range

B - compromise \rightarrow will our needs
conciliation
be
"dictated"
"formed"

C - mixed land use - what is "mixed"
resident - neighborhood ^{use}
pedestrian friendly

D - "responsible"

what about competing \approx
stores & values

local / & national \approx
chains

E - investments, plans to meet
to long-term residents

F what / why does everyone everywhere
vision in America
have to - need to
look "the same"?

G - what is better
"losing momentum" or losing
character? history? green?
values we cherish?

4/17/06

Are we a city of independent
thinkers or rubber stampers (?)

I believe development (any/all
development) should be decided by
a mutuality of partners / not just
developers, corporations, and corporate
attorneys / investment bankers.

I am a neighbor of thirty years
or more: my voice should be heard!

Excessive concrete / asphalt does
not = "mixed use" / a landscape
architect and I were marveling at
the lack of "green space" / "open space"
"where's the green folks?" (re

Hilldale Mall)

2

I am not surprised but
angered and exceedingly frustrated
that Freed (who by way was responsible
for the final demolition of the
historical Plymouth Hotel in Chicago
for maximal profit (I believe) and
Whole Foods don't want to budge
or "compromise" Will we be bullied
and bossed by folks from Texas
and Illinois?

I love Madison and I'll
be here long after Freed and Assoc.
have "taken the money" and run!
I also believe I'll outlast the
"new age capitalists" who to me
lack "good citizenship" / "stewardship"
as well. I think local business
will in fact flourish again, after
the young folks addicted to chain
stores weary of their charms! Let's
be honest chain stores look good
on Freed's balance sheet (bottom line)
but that doesn't mean we want
them, need them, or have to let them
bully good neighborhood businesses.

Let Whole Foods move but
let's rug in the site and parking,
and if that means they won't come.
SUCH IS LIFE!

Sandra P. Saul

we do get to say what our
neighbors build if it so
"interferes" with our vision
of our neighborhood
and interferes with
our usage/enjoyment
of our space/our neighborhood
Madison is very liberal and
accepting (even passive) but
there are places we should
not go and have already gone
"unbridled development"

SANDRA L. ENDLICH-SAUL 608-218-9444
14 S Hillside Terrace 608-266-5604
Madison, WISCONSIN 53705

3/06

Am not a developer or
corporate lawyer. I am
a resident & neighbor.

Am not against Whole
Foods relocating. I think
their plan should be

1) modified to fit a
"mixed use" (design not just
hip buzz word) and the

parking lot should
be hidden as it is

in other Whole Foods (US
projects) - the large project
is offensive & garish

Hill Dale is not attractive
now and is becoming less
so! Where's the green!
Where's the contrast?

(offensive & garish)



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LANDMARKS PRESERVATION COUNCIL OF ILLINOIS

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Plymouth Hotel

4700-4714 N. Broadway, Chicago (Cook County)

Built 1912

The Plymouth Hotel, one of the oldest buildings in the Uptown Square National Register District, was demolished in late March 2003 as part of a development project.

The Uptown Square district was listed to LPCI 2002 Chicagoland Watch List last June and LPCI worked closely with local preservationists (Broadway

Terrace Coalition) to persuade the developer to incorporate the building in the new development. Not only did the four-story building appear to be structurally sound, our experience also shows that it was capable of being adaptively reused. Designed by architect George Kingsley, best known for the Reebie Warehouse on North Clark Street, the building was notable for its extraordinary brickwork and distinctive cream-and-green colored terra cotta ornament, which is reminiscent of a Louis Sullivan-style design.

Built as a hotel, it became the choice lodging for silent film stars working at the nearby Essanay Motion Picture Studios, one of the nation's earliest film companies. Renamed the Uptown Hotel in 1926, it was marketed as an "apartment hotel" aimed at long-term residence but featuring hotel conveniences.

Freed was responsible for the demolition!! (for a mixed use project)

Landmarks Preservation Council of Illinois
53 West Jackson, Suite 1315
Chicago, IL 60604
tel. 312-922-1742
fax 312-922-8112

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PUBLIC COMMENT ON BIG PROJECTS?

It's a good thing

Most developers and many public officials dread dealing with public input on big development projects. What are they missing by thinking this way?

MICHAEL MAHER: While no guarantee of preventing opposition, the benefits of involving public participation earlier in a planning process are well worth the investment. Citizen participation is usually the best opportunity to create citizen supporters; community participation broadens the goals of projects, which likely makes them better; citizens, especially those in the immediate vicinity, have quite a good understanding of the specific issues that challenge an area. They can be a valuable resource, if their knowledge is invited and directed positively.

Treating citizens as if they are not a part of the development team, or as opponents, is self-fulfilling. An inclusive approach is more likely to cultivate advocates, as people who feel involved will often overlook their inherent skepticism if they are invested in the project's process. It is important that the invitation to citizen participation is forthright; if any particular issues or components of a project are not up for debate, then inviting

What can public officials concerned about high population growth do to protect quality of life and the environment as new neighborhoods are planned?

DAN CARY: By far the most important thing is for jurisdictions to work with their residents to develop a clear vision of how they would like their community to look and function at build-out.

The plan should show the hierarchy of streets, and the design of every street should include sidewalks and landscaping. It should show individual buildings, their location, size and what uses would occur within them. It should show civic sites and parks, shopping and workplace, all designed to the degree that anyone looking at the plan could understand what the community wanted to see built.

A detailed master plan is a powerful tool. It can be evaluated in terms of the quality of life that will be provided, and can serve as a benchmark against which alternative visions can be evaluated.

It makes it easy to understand whether or not children will be able to walk to school, whether or not the elders of the community can access basic needs without a car. It lets property owners and investors know what the community would like to see built, and it makes it easy for things to happen

concept of regional planning for great walkability seems totally out of scale; pedestrians don't walk across regions!

Area-wide planning is, however, the ideal place to begin. Historically, two-lane country roads, usually managed by the state Department of Transportation, first experience low-level suburban growth. After large residential developments spring up, commercial begins at key corners and along "the strip."

As traffic grows, the rural tradition followed for years by DOT says "widen the road." This attracts more restaurants, banks, gas stations and assorted highway commercial. The final stage involves the very expensive right-of-way purchases for six-lane arterial projects that will "solve" the congestion.

Without preplanning, the regional network scale remains based on the original rural two-lane road network. It forms the skeleton on which the urban place grows.

At the critical point when rural land first becomes developed, a regional vision must provide network scale. If great walkability is desired, specific areas must be designated. Then the developers (with lot-level focus) can receive proper guidance regarding street scale and block size. Great walkability requires small blocks and no more than four lanes for the larger avenues and boulevards.

Efficiency: Compact mixed-use development minimizes infrastructure needed for transportation, power, water supply, storm drainage — virtually all the services supplied by government and public utilities.

* **Sustainability.** Proper type and arrangement of buildings will yield greater staying power. Uses may change, but forethought given to the arrangement of buildings creates excellent places to live and work. This will yield higher quality of life with the passage of time. Throwaway buildings do not sustain the economy.

* **Walkability.** Development patterns based on human-scale mobility create places people love to be. This is essential to quality of life. Walking not only carries a share of the load for daily mobility, it enhances the fitness of the community.

Charlotte, N.C., is well on its way to becoming a national economic leader. Early in this ascension, a local leader proposed a "Declaration of Interdependence" for the region. Government and business working jointly to create enhanced quality of life has proven its worth.

How can the needs for regional mobility be reconciled with pedestrian-friendly, mixed-use neighborhood streets?

RICK HALL. At first glance, the con-