

From: [Tim Gruber](#)
To: [Plan Commission Comments](#)
Cc: [Martin, Arvina](#)
Subject: Hilldale Phase 3
Date: Saturday, January 8, 2022 12:09:38 PM

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Dear Plan Commission Members:

I am writing in support of the Hilldale Phase 3 General Development Plan, items 7 and 8 of the Plan Commission agenda for January 10, with several comments. I am a resident of the Sunset Village Neighborhood, just east of Hilldale, within walking distance, and a former Alder of the district. I have watched and participated in discussions about the phases of redevelopment of Hilldale over the years, both as a private citizen and as an Alder. I am at Hilldale often for shopping, for my kids music lessons, and for the farmer's market.

There is much to like and support about the proposal. The added density of residential units will contribute to the liveliness of the area and provide much needed housing for the city. Repurposing the movie theater and opening up the blank facades with windows is a positive development. Building a plaza along Heather Crest will give additional green space and be a space for festivals and the farmer's market. I just have a few suggestions and comments. The trees planted in the plaza should be big enough that as they grow they provide shade for people. I have found that farmer's markets are much more pleasant when there is shade on a hot summer day.

I suggest continuing the sidewalk along the south side of Heather Crest (Kelab Dr) all the way to Segoe Rd. In the plans it is shown to extend only as far as the new building that will be on the site of the current bank building and parking lot. Adding this section of sidewalk is something that I identified while doing a walking audit of the area several years ago as Alder.

For Heather Crest alternatives (p. 16 of the plans) I support alternative 1 that calls for parallel parking. I have found that the straight in parking on Price Place feels unsafe when driving or backing out. Another alternative would be angle parking, but of the three options I would still support parallel parking.

Thank you for reading my comments.

Tim Gruber
513 N Owen Dr
Madison, WI 53705

From: [Jeff Greve](#)
To: [Plan Commission Comments](#)
Subject: 702 N Midvale & 401 N Segoe rezoning Jan 10
Date: Tuesday, December 28, 2021 2:57:35 PM

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The development looks good with one exception.
Before rezoning and allowing demolition
require a parking study for the loss of surface parking.

The developer parking assessment needs to account for:

- the new development decreases the parking capacity
- and increases the need for additional parking via adding retail space.
- the parking SW of AMC is not close enough to the South Hilldale merchants.

The development likely needs to add parking, via a parking garage in some form.
The current parking adjacent to N Midvale is often filled.
The development site is the defacto large parking lot for the South Hilldale Mall retailers such as Great Dane and AMC.

If not yet in the developer plans, consider adding underground parking accessible from Vernon Blvd. To prevent auto accidents on N Midvale make access to N Midvale from Vernon Blvd a right turn only. Drivers can still go south via Price Pl to Heather Crest.

With added parking spaces the side effect is added street parking on N Segoe.
The parking adjacent to N Midvale is not enough for the added retail.
Remember that the North part of Hilldale near Metcalf has a large surface lot.

Jeff & Susan Greve
601 N Segoe Rd, Madison, WI 53705
847-530-0799



December 27, 2021

Re: January 10, 2022 Plan Commission Meeting
Hilldale State Bank, 401 North Segoe Road

To: Members of the Madison Plan Commission

The Madison Trust for Historic Preservation opposes the application to demolish the Hilldale State Bank building (most recently occupied by BMO Harris) at 401 North Segoe Road.

The proposal would eviscerate an important element in the University Hill Farms planned development that was coordinated by the University of Wisconsin with the City of Madison. The Madison Landmarks Commission has recognized the historic nature of the Hilldale State Bank building and it is a contributing building in a National Register Historic District.

We offer the following distinct reasons for opposing the demolition:

1. Demolition would be contrary to the statement of purpose set forth in Madison's recently revised demolition ordinance, which in 28.185(1), MGO, provides, in part: "The purpose of this section is therefore to ensure the preservation of historic buildings"
2. The Hilldale State Bank building is an important part of a planned suburban development that offered a variety of living, working and shopping options adjacent to numerous green spaces.
3. As recently as November 22, 2021, the Plan Commission approved demolition (and agreed to related zoning changes and a certified survey map) of 216 and 222 North Midvale, two other buildings within the same development zone as the Hilldale State Bank. Combined with this proposal, demolition of all three buildings would be a significant drain on the office space available in the immediate neighborhood and a significant bite into the integrity of the neighborhood.
4. The Hilldale State Bank is a contributing building to the University Hill Farms National Register Historic District, which was recognized on August 11, 2015. **The district qualified for National Register status because of its architecture:** "It is an architecturally significant collection of single family and multi-family residences, churches, private office buildings, and a school,

that together constitute a well-defined and visually distinct geographic and historic entity within the boundaries of the city of Madison.”¹

The district also qualified for the National Register under the category of “Community Planning & Development”: “. . .as a complete planned suburban community whose creation had a lasting effect on the city of Madison.”

5. The Bank is also a contributing building within the State Register Historic District which was listed on November 21, 2014.
6. Madison’s Landmarks Commission identified the building as having historic value in light of its status as a contributing building in the National Register Historic District and submitted a recommendation to the Plan Commission for consideration as part of its review of the demolition application.

Thank you for your consideration.

Sincerely,



Patti Epstein
President

¹ As noted in the nomination document: “Today, the residential and small office building portion of the district still looks very much the way it did in 1964, at which time it represented a virtual catalog of the architecture that was available in Madison during the years between 1956 and 1964.”

Dedicated to Preserving Madison’s Historic Places

A local partner of the National Trust for Historic Preservation