

From: sereynard [REDACTED]
Sent: Monday, August 08, 2016 10:18 AM
To: Parks, Timothy
Subject: Sunset Village input on Midtown Police Station

Hi, Mr. Parks--

I'm the current president of the Sunset Village Community Association, and I'm not sure I'll be able to attend the Plan Commission meeting this evening. My alder (Tim Gruber) said I could send an email to you for distribution to the commission members since the Midtown Police station, which will be located in our neighborhood, is on the agenda for tonight's meeting.

My only message is that I have not received ANY complaints or heard any opposition to the current Midtown plans. There may be people out there who are opposed to some aspects of them, but nobody that I have talked to. In fact, most people have been very impressed with how responsive the development team has been to community concerns. (The only issue of concern to people is how soon the work can get started on demolition and construction.)

So on behalf of the SVCA, I wanted to pass on the message that we endorse the current plans.

If there are any questions, the Plan Commission members can reach me at this email or the phone number below.

Regards,
Sue Reynard
President, SVCA
[REDACTED]

Vaughn, Jessica

From: Wendt, Jay
Sent: Monday, June 06, 2016 9:30 AM
To: Vaughn, Jessica
Subject: FW: Regarding proposed Hilldale Mall Renovation

Follow Up Flag: Follow up
Flag Status: Flagged

FYI. When this comes in.
Jay

From: Gruber, Tim
Sent: Sunday, May 29, 2016 10:13 AM
To: Wendt, Jay
Subject: Fw: Regarding proposed Hilldale Mall Renovation

Jay:
Comments below for the Hilldale rezoning request.
Tim

Tim Gruber
District 11 Alder, City of Madison
(608)338-3840

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<http://www.cityofmadison.com/council/district11/blog/>

From: Orionworks - Steven Vincent Johnson <[REDACTED]>
Sent: Sunday, May 29, 2016 10:07 AM
To: Gruber, Tim
Subject: RE: Regarding proposed Hilldale Mall Renovation

Hi Tim,

You have my permission to pass my comments along, particularly if I can't make it. In the end, it is the storeowners who have the last say, not me. If they feel differently than I - it is their decision.

Thanks for listening.

Steve Johnson

From: Gruber, Tim [<mailto:district11@cityofmadison.com>]
Sent: Sunday, May 29, 2016 9:33 AM
To: Orionworks - Steven Vincent Johnson <orionworks@charter.net>
Subject: Re: Regarding proposed Hilldale Mall Renovation

Steven:

Thank you for your email and comments. I think that the mall owners can explain better than me why they have gone away from an enclosed mall. I can forward your email to them, but will wait to hear back from you first. They made the point clearly at the neighborhood meeting before the north end of the mall was renovated, that the retailers in an open as opposed to enclosed mall have done better, even in the winter months.

I can also pass your comments along to the Plan Commission for the members to consider when they take up the zoning change request.

Tim Gruber

District 11 Alder, City of Madison
(608)338-3840

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From: Orionworks - Steven Vincent Johnson <[REDACTED]>
Sent: Saturday, May 28, 2016 10:40 PM
To: Gruber, Tim
Subject: Regarding proposed Hilldale Mall Renovation

Hello Tim,

I'm not sure if I will be able to make the Monday, June 6, meeting, so I wanted to at least add my two cents via this message. Thank you for alerting us to this pending meeting and giving me an opportunity to express my opinion on the matter.

In my opinion, these proposals might make some practical sense if Madison actually existed in a more temperate region of the country, like southern California. Unfortunately, we live in the upper Midwest. It gets really REALLY COLD here during the winter season.

My wife, Darlene, and I live on Eugenia Avenue. I've lived here since 1989, for over 25 years. I've watched Hilldale shopping mall undergo several substantial renovations as storeowners struggled to maintain operational businesses. I frequently visit Hilldale shopping mall, almost on a daily basis, to get our groceries at Metcalfe's. Before I retired I appreciated being able to walk through the ENCLOSED indoor portion of the mall adjacent to Macys on my way to work at DOT Hillfarms area. During these early morning hours, I often saw walkers taking advantage of the protected indoor mall area in order to perform their morning walking exercise program. I appreciated being able to browse storefronts through the protected ENCLOSED indoor portions of the mall between Mecalfe's grocery store and Sundance theatre, especially before the walkway was cut to half its original size ending at Macy's. I don't enjoy visiting the Hilldale shopping mall as much now. I have far less incentive to browse the Hilldale store fronts anymore. My wife and I had always enjoyed browsing in the protected ENCLOSED indoor portions of the mall when arts and craft fares were held indoor several times each year. My wife and I have always enjoyed going buying produce from the farmer's market held indoors in the enclosure areas during the winter months.

It would appear that with this latest proposal, developers will now eliminate the last portion of protected ENCLOSED indoor area in the Hilldale shopping area. This means:

* Walkers in the winter months will no longer be able to take advantage of the enclosed areas for their daily exercise routines.

* No more opportunities for numerous arts and craft fairs during the cold winter season. There will no longer be protection from high winds and rain from damaging thunder storms.

* No more farmer markets during the cold winter season.

I've heard rumors to the effect that the developers who sold this bill of goods to the Hilldale management team have made the claim that making these renovations will actually increase foot traffic and customers to the Hilldale shopping mall. If that really is the case, I don't believe that claim for one second. I don't believe it the simple reason that I, myself, now have less incentive to visit Hilldale. I'll have even less incentive to browse through the entire shopping mall area when I'm forced to spend all of my time trudging outside through cold snowy weather during the time of year when store owners are hurting the most for customers to visit their stores.

I think this is a bad idea. I think it is stupid idea to get rid of the indoor enclosed areas. I wish Hilldale would bring back the former ENCLOSED walking areas they have already destroyed. I'm inclined to think the only commercial outfit that will find this proposal profitable will be the developers who are getting rid of the indoor facilities. I suspect in another ten or fifteen years developers will return (as they always seem to do every ten or fifteen years), and the next time they will propose Hilldale develop convenient ENCLOSED indoor walking areas between many storefronts in order to make it more convenient for shoppers to visit the storefronts in the middle of the harsh winter season.

My two cents.

Steven Johnson

[REDACTED]
Madison WI 54705

Vaughn, Jessica

From: Wendt, Jay
Sent: Monday, June 06, 2016 9:30 AM
To: Vaughn, Jessica
Subject: FW: Proposed Hilldale Mall Renovation

Follow Up Flag: Follow up
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FYI. When this comes in.
Jay

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

From: Gruber, Tim
Sent: Friday, June 03, 2016 10:15 PM
To: Wendt, Jay
Subject: Fw: Proposed Hilldale Mall Renovation

Comments for the Plan Commission when they take up the Hilldale renovation.

Tim Gruber
District 11 Alder, City of Madison
(608)338-3840

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From: Jay Fleisher <[REDACTED]>
Sent: Friday, June 3, 2016 10:10 PM
To: Gruber, Tim
Subject: Proposed Hilldale Mall Renovation

Dear Tim Gruber:

I will be unable to attend the meeting discussing the latest proposed Hilldale mall renovation.

I would like to make these comments:

Although the renovations will likely make the Hilldale mall look even more elegant, I feel the primary purpose of the Hilldale hall should be to serve the neighborhood. Over time, gradually I've seen the disappearance of useful venues in favor of upscale venues. The Hilldale mall should be functional rather than an upscale tourist attraction.

Gone over the past 3 or 4 years are convenient places to have a quick light meal such as Quiznos and Wong's Wok, enough public restrooms, the ability to walk mostly inside from Sentry Metcalfes to a bus stop in bad weather, and the 'Time Shop' to have watch batteries replaced. There are now way too many upscale women's clothing venues.

It seems every time Hilldale top management spends millions or tens of millions of dollars to renovate the mall, they kick out useful venues by either not renewing their leases or raising

their rents too much so that only upscale firms can afford these venues. I've witnessed FIVE major renovations of the mall since 1977 when I moved to the neighborhood.

I'm concerned that the next renovation will further negatively impact the neighborhood, for example, by closing more restrooms or eliminating the indoor ATM machine.

---Jay Fleisher

[REDACTED]
Madison, WI 53705
[REDACTED]

[REDACTED]