

**From:** [Stouder, Heather](#)  
**To:** [Cleveland, Julie](#); [Glaeser, Janine](#)  
**Cc:** [Firchow, Kevin](#)  
**Subject:** Fw: Contact City of Madison Planning  
**Date:** Monday, January 11, 2021 6:44:52 AM

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**From:** noreply@cityofmadison.com <noreply@cityofmadison.com>  
**Sent:** Sunday, January 10, 2021 3:36:47 PM  
**To:** Stouder, Heather; Fruhling, William; Firchow, Kevin; Grady, Brian  
**Cc:** Ethington, Ruth  
**Subject:** Contact City of Madison Planning

The following contact request was received:

**Name:** patricia filas-mortensen  
**Company/Organization:** TITLE\*  
**Address:**  
209 GREEN LAKE PASS  
MADISON, WI 53705  
**Phone:** 6088278555  
**Email:** pamortensen@uwalumni.com  
**Subject:** Plans

**Message:**

To the Urban Design Committee:

RE: Meeting 1/13/2021 Hill Farm State Office Building Blocks 1 & 2

The apartment building is too tall. It should not be taller than any of the other buildings in the area. The buildings in this area are too tall as it is and this will make it worse. We need sunshine. We need green space. Isn't there a formula for how much green space you need for how many people and apartments you're planning? We need more. All this congestion brings depression, crime and disease. I believe the people per square inch is already too high, the residents of Madison are hurting.

There also needs to be more green space and retention ponds around the buildings to allow for water to soak in rather than run off. We already have floods at the University Avenue Midvale intersection and the Eau Claire Buffalo Trail intersections every time we have a heavy downpour because we don't have adequate drainage. The city has been trying to fix these problems by increasing the drainage systems (expensive) but so far have been unable to do that, besides it is much more expensive to do this after the fact than to allow for these problems NOW and make the contractors and owners/developers pay for these expenses. This high rise construction with more paved area will only make it worse - and with global warming Madison is getting MORE rain not less. The contractors must be responsible to allowing for rain water to soak in when they pave everything. We need retention ponds and GREEN SPACE!!

Last but not least traffic is going to be a huge problem if we add all these people, stores and cars without making sure there is enough space for an adequate transportation system NOW, not after the fact. All the streets will need to be widened to allow for the increase in traffic, buses & bikes and then how will people get across the street from the residential area to the

commercial area? It's already a terrible intersection and there are already too many traffic lights in the area. You need to allow for all this increase in traffic before you OK these plans not after, the current traffic plus what you will be adding, This is a major bus stop area so the buses and bus stops have to be allowed for and you need to tell us how you will promote and assure SAFE pedestrian traffic. We have bicycles, walkers, runners, running teams, wheelchairs, handicapped, elderly and CHILDREN. How will you make it safe for our children, the elderly and the handicapped to get to Target and Metcalfe's? And how do you plan to keep it a bike friendly area?

From my perspective and many of my Hill Farm neighbors would agree, you have many important issues to consider and allow for BEFORE you approve this project. And the contractors and developers should be responsible for the cost not the Madison taxpayer who is already taxed more than most in cities this size.

Thank you.

Patricia Filas-Mortensen RN MSN  
209 Green Lake Pass  
Madison WI 53705-4756  
608-335-2440 (cell)

**From:** [David Minden](#)  
**To:** [Urban Design Comments](#)  
**Subject:** University & Segoe building plans needs setback  
**Date:** Friday, January 8, 2021 5:34:29 PM

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Hello

I want to register a comment on the proposed hotel and Whole Foods for the corner of University and Segoe. Setback from the road is needed to keep our town liveable. This is a well-known principle in urban design. When a building of any size - but especially a tall one - is near the street it feels foreboding and overpowering. There are many examples of this in recent Madison buildings. Since Madison is a very favorable locale for businesses of the type planned to go here, developers can be required to think not only of their needs but of the needs of local residents, walkers, cyclists, etc. We just breathe easier around good setback, and in cities we need to support ease and comfort with the design.

Sincerely,

*Dave Minden*

**From:** [BARRY M ORTON](#)  
**To:** [Urban Design Comments](#)  
**Subject:** Madison Yards - Legistar # 62271  
**Date:** Monday, January 11, 2021 12:33:17 PM

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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 and Urban Design Commissions.

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.

Again, I urge approval.

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

**From:** [christopher martens](#)  
**To:** [Urban Design Comments](#)  
**Subject:** Madison Yards project  
**Date:** Monday, January 11, 2021 3:57:24 PM

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Hello

I think the Madison Yards project has an excellent design, and is a great continuation of the rejuvenation of this part of Madison, started with the Hilldale Mall redevelopment. The scale is appropriate and it is a very nice mix of residences, restaurants, and the Whole Foods grocery store. It within easy walking distance from my neighborhood, so I would patronize the businesses.

Thank you  
Chris

**From:** [Charles Gervasi](#)  
**To:** [Glaeser, Janine](#); [Urban Design Comments](#); [Martin, Arvina](#)  
**Cc:** [Melinda Gustafson Gervasi](#); [Sean Roberts](#)  
**Subject:** Support Madison Yards Development  
**Date:** Monday, January 11, 2021 10:11:48 PM

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

Ms. Glaeser, Alder Arvina Martin, and the Urban Design Commission,

I am writing to support the Madison Yards project in the Hilldale Neighborhood. My wife Melinda lived in the apartments across the street from the project from 1998 to 2008. I moved here in 2005. We have lived in the neighborhood ever since and now live at 218 S Whitney Way. We are happy with the development the area has undergone and want to see more.

As Mr. Roberts pointed out in the presentation last week, this area has excellent bus service. Most bus lines converge on Sheboygan Avenue on their way between downtown and the West Transfer Point. This has allowed Melinda and me to share one car for our family most of the time we've lived here. When we lived on Sheboygan Ave, we usually walked to Sentry for groceries. A Whole Foods across the street will make the apartments and houses in our neighborhood even more valuable.

The added residential and retail space complement the expansion in the tech park on the other side of the neighborhood, making this area appealing to tech businesses and their employees. Building more residential here, near jobs, retail, and transit, is good for the environment. As the area grows, residential space added in the city reduces the need to pave over farmland in the countryside.

Beyond the technical and environmental benefits, the renderings of the development look beautiful. Rennebohm Park always struck me as an artist's conception of an ideal park where people of all ages and backgrounds hang out. I love the thought of more modern retail and residential buildings right across the street from it.

I urge you to approve Block 2 and, when the time comes, Block 1. Both parts look good aesthetically and will be good for our area.

Respectfully Yours,

Charles J Gervasi