

The Master Plan

ACTING UNDER the formal approval of the Board of Regents, Regent Rennebohm and his committee took immediate steps to begin the orderly development of the Hill Farms area. In a short period of time, the following arrangements were made to facilitate that development:

- ★ Professor Richard U. Ratcliff, a land economist in the School of Commerce, was relieved of his teaching assignment and assumed command of the development.
- ★ Carl L. Gardener and Associates, city planning consultants of Chicago, Ill., with assistance from the engineering and planning departments of the City of Madison, and the

State of Wisconsin prepared the master plan of the Hill Farms.

- ★ John C. Haley and Sons, a Madison realtor, was the low bidder for the position of contract broker. Under the direction of Dale Nordeen, the Haley organization was responsible for the sale of lots, and acted as consultants to the University on the pricing of lots and the development of promotional and advertising campaigns.
- ★ Mead and Hunt, consulting engineers, were hired to detail the working out of the master plan, and to oversee the actual construction of roads, drainage facilities, and the grading of the land.

★ From the beginning, A. W. Peterson, U.W. vice president of business and finance, and Clarke Smith, secretary of the Regents, together with Warren Resh, of the Attorney General's office, have been consulted in all matters pertaining to expenditures, construction contracts, and legal problems which have come up in the natural process of development.

The guiding principles of the development of the Hill Farms are obvious from a study of the plot plan for the area (see below). The Hill Farms is conceived as a community complete within itself. The development of this community has been keyed to establishing three distinct aspects of modern life—the residential, the commercial, and the recreational. The meaning and growth of each of these separate areas is a story complete within itself and deserves a more detailed treatment on the following pages.

This schematic diagram of the Hill Farms shows the three major phases of its development. The individual areas have been carefully planned so that there is a continuity of interest within any one given area. The single family residential area is separated from the commercial area by a "buffer" zone of apartments and a city park.

