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**Subject:** 216-222 North Midvale Blvd., Application for Demolition, Rezoning, CUP and CSM by Flad Development & Investment Corp.  
**Date:** Monday, November 22, 2021 12:21:14 PM

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**From:** Michael Lawton, Chair, Hill Farms Association Planning Committee  
**To:** Chair and Members of the City of Madison Plan Commission  
**cc:** Ald. Arvina Martin, Heather Stouder, Kevin Firchow, Tim Parks  
**Subject:** 216-222 North Midvale Blvd., Application for Demolition, Rezoning, CUP and CSM by Flad Development & Investment Corp.

The staff report on this application by Tim Parks has summarized very well the issue that the Hill Farms neighborhood faces in trying to preserve the original plan for the neighborhood as designed by the University, and as embodied in the National Register designation for the overall Hill Farms neighborhood, which contemplated a low density business and commercial district in the area bounded by Regent Street on the south, Segoe Road on the west, Midvale Blvd. on the east and the Hilldale Shopping Center on the north, and bisected east-west by Vernon Boulevard ( hereafter, "Vernon Boulevard Sub-Area").

Recently, in light of the City comprehensive plan and the Hill Farms neighborhood plan which opened the Vernon Boulevard Sub-Area to some level of multi-family development, and recognizing the need for more multi-family housing in the City, we supported the 100% multi-family project now completed by the applicant at the intersection of North Segoe Road and Regent Street ("The Hamptons").

The same applicant has now filed this application for a 100% multi-family residential project, and we again appreciate the applicant consulting with us early on in this process and receiving our input, and also developing a quality design which is significantly different from and a more modern design than The Hamptons project. We are not objecting to the design or site plan of the proposed building, and we acknowledge that the application does comply with the Comprehensive Plan and neighborhood plan documents. However, as a neighborhood Planning Committee we want to go on record with the significant concerns that we have for the future of the Vernon Boulevard Sub-Area of the City as a part of the Hill Farms National Register District, given the obvious trend that is taking place here and which could continue in the future.

The loss of more of the original commercial buildings in the Vernon Boulevard

**Sub-Area of the National Register District, and their replacement with projects which are 100% residential starkly raise the question as to whether in the future the City should limit to some degree the issuance of demolition permits and the approval of rezonings in the Vernon Boulevard Sub-Area if they will result in a loss of commercial/business buildings in the area which were part of the original fabric and design of the Hill Farms neighborhood, as these buildings do currently house small offices and businesses which frequently find it difficult to locate new rental space in the area. The next buildings which could be under the wrecking ball in the Vernon Boulevard Sub-Area if this trend continues could include the Anchor Bank (now Old National) building (302 North Midvale), the original Hilldale State Bank building on North Segoe Road, the Lafayette Building (313 North Price Place), the office building at 310 North Midvale, and the several small personal service/office buildings at 202 North Midvale, and 4414 and 4506 Regent Street.**

**Our specific request is that any demolition permits and rezonings in the future in the Vernon Boulevard Sub-Area that affect the above-identified commercial/office buildings be required to go through a much more rigorous review than that required for this application or for The Hamptons as to whether (a) they can be continued in service as commercial/business office structures (keeping in mind that tax credits are available for this purpose), or (b) they can be replaced with buildings that contain commercial/business office components that can replace the lost office/commercial space in either exclusively commercial buildings or in mixed-use buildings along with residential components.**

**Thank you for your consideration of this matter.**