



November 1, 2021

Heather Stouder
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: Hilldale Shopping Center Phase Three
701 North Midvale Boulevard & 401 North Segoe Road
Planned Unit Development: General Development Plan
Demolition Request

Dear Heather,

WS Development is please to submit the attached General Development Plan for the next phase of reinvestment in the Hilldale Shopping Center. This document outlines the continued evolution of the shopping center, transitioning from a suburban auto oriented retail development to a vibrant mixed use community destination. The incorporation of the former BMO Harris Bank site allows the opportunity to expand upon the pedestrian focused retail environment while broadening the uses within the site to include office, hotel, residential, and a new public plaza.

This application has been in the works for some time and reflects the adopted neighborhood and comprehensive plan goals of creating sustainable urban mixed use developments that support and compliment the neighborhood and surrounding community.

We look forward to working with the City on the review and implementation of this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Munson".

Brian Munson
Principal

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Shaping places, shaping change

Project Name:

Hilldale Shopping Center Phase 3

Applicant/Owner:

401 North Segoe LLC & Hilldale Shopping Center LLC.

33 Boylston Street

Suite 3000

Chestnut Hill, MA 02467

Contact: Chris Boyce

Chris.boyce@wsdevelopment.com

Design Team:

Architect:

Epstein Uhen Architects

222 West Washington Avenue

Suite 650

Madison, WI 53703

Contact: Cliff Goodhart

Cliffg@eua.com

Landscape Architect:

Realm Collaborative

100 East Broad Street

Suite 1710

Columbus, OH 43215

Contact: Brian Bernstein

bberstein@realmcollaborative.com

Civil Engineering:

Snyder & Associates

5010 Voges Road

Madison, WI 53718

Contact: Scott Anderson

sanderson@snyder-associates.com

Planning:

Vandewalle & Associates

120 East Lakeside Street

Madison, WI 53715

Contact: Brian Munson

Bmunson@vandewalle.com

Site Data:

Address:

702 North Midvale Boulevard 0709-201-2101-2

401 North Segoe Avenue 0709-201-2005-6

Parcel Size:

31.82 acres

Existing Zoning:

Planned Development: Specific Implementation Plan (PD-SIP)

Suburban Employment (SE)

Proposed Zoning:

Planned Development General Development Plan
(PD:GDP)

Planned Unit Development zoning currently exists for the majority of the parcels within the Hilldale Shopping Center property. This proposal brings the recently purchased BMO Property into the overall General Development Plan, aligning the new properties with the balance of the site. Expanding the GDP will allow for consistent and orderly review of the current phase along with future redevelopment phases. Individual buildings will be submitted for Specific Implementation Plan review based upon the guidelines established within the General Development Plan.

Project Schedule:

Hilldale GDP Adoption February 1, 2005

Phase 3 GDP

Hill Farms Neighborhood Architectural Committee	August 25, 2021
Development Assistance Team Meeting	September 2, 2021
UDC Informational Presentation	September 22, 2021
Formal Notification	October 4, 2021
Electronic Demolition Notification	October 4, 2021
Neighborhood Meeting	October 7, 2021
Formal PD-GDP Submittal	November 1, 2021

Adopted Plans:

City of Madison Comprehensive Plan 2018

The Comprehensive plan identifies the entire site as RMU-Regional Mixed Use, described as “intensive mix of region-serving retail, office, entertainment, civic, institutional, and high-density residential uses”

Recommendation: 2-12 stories in height

University Hill Farms Neighborhood Plan 2016

The adopted neighborhood plan identifies the southern portions of the phase three site as Community Mixed Use with specific recommendations for “professional office uses, or alternatively, for redevelopment with high-density residential uses not to exceed 50 dwelling units (du)/acre. Housing of mixed income, adequate greenspace, and a strong connection with the shopping center site is recommended”. The balance of phase three and the overall shopping center is identified as Community Mixed Use without specific recommendations.

Recommendation: 3-6 stories in height
Office/Residential/Retail

Urban Design District:

The overall Hilldale Shopping Center parcel falls within the Urban Design District 6 (University Avenue). The project will follow the guidelines outlined in section 33.24(13), each of which will be verified at the SIP stage of the approvals.

Project Summary:

WS Development's on-going redevelopment and expansion of the Hilldale Shopping Center has been a multi-year process of reinvestment & revitalization of the existing and expanded shopping center facilities. Guided by a goal of creating active and diverse retail and entertainment destinations the existing mall has transitioned over the lifespan of the property from an interior hallway suburban mall into an open-air street facing urban shopping destination. The current expansion and future phases build upon the vibrancy of the property by integrating opportunities for housing, employment, entertainment, and retail uses.

Phases One and Two for the property created a new walkway through the middle of the project and a new open space along Price Place. These phases eliminated a majority of the interior hallway to refocus the project onto the pedestrian environment along Price Place. A small section of the interior hallway remains along the northern section of the project which serves as an access to the lower-level metro shops.

Phase Three continues the overall focus of creating vibrant pedestrian-oriented shopping experiences by incorporating the redevelopment of the former BMO property into the overall shopping center. This phase seeks to extend the pedestrian realm, incorporate a wide range of compatible uses, and create a new signature open space for outdoor activities and gatherings.

Future redevelopment phases may occur in the parking field west of the shopping center and are covered by the proposed zoning language; however, these are not proposed for uses other than the existing parking field and buildings at this time. Redevelopment of this area would be part of a future PD Master Plan update.

Existing Land Use:

Adopted PD-GDP/SIP: Hilldale Shopping Center

SE: Vacant office building (former BMO Harris Bank)

Existing Shopping Center:

429,586 leasable square feet

Existing BMO Building:

The existing BMO property consists of a 150,000 square foot office building and significant surface parking. Designed as a suburban one- and two-story office building this site is inefficient in its layout and is designed as inward facing office with little to no street interaction. This building, while contributing to the Historic District, has undergone numerous renovations and alterations and is functionally obsolete for today's office market.

Phase Three Guidelines:

Proposed Uses:

The proposed mixed use master plan includes guidelines for each building/location, each of which include a range of heights and uses as described in the building descriptions. Final configurations will be set at the Specific Implementation Stage, based upon market demand.

Building Descriptions:

Building 200

Building 200 incorporates ground floor mixed use and is designed to accommodate commercial/retail uses, restaurant space, or spaces associated with hotel functions associated with Building 300. The ground floor is designed with entrances and activation onto the adjoining spaces. The design of the Price Place frontage will need to incorporate appropriate flood protections and first floor elevations. These accommodations may restrict the ability to incorporate entrances along this frontage.

Use: 20,000 square feet retail
Height: 1-2 stories

Building 300

Building 300 offers a wide range of development options, designed to complement and support the adjoining neighborhood's character. This building is being designed to facilitate a boutique hotel but also may incorporate residential or office uses on the upper floors, as determined in the SIP submittals based on market demand. Ground floor retail uses will incorporate entrances and window glazing onto the interior walkway, Heather Crest, and the plaza. The design of the Price Place frontage will need to incorporate appropriate flood protections and first floor elevations which will likely restrict any entrances directly onto the street.

Use: 100 room Hotel or,
130,000 square feet of office or,
100 residential units
60,000 square feet ground floor retail
Height: 1-6 stories

Building 400

Building 400 consists of a two-story commercial retail building designed to incorporate retail & restaurant uses west of the existing building, expanding the walking district west and north of the plaza.

Use: 25,000 square feet Commercial/Retail
Height: 1-2 stories

Building 500

Building 500 form the primary residential component of the project. This building, designed to front onto Vernon Boulevard, echoes the surrounding residential uses & character while creating a transition from Vernon Boulevard to the mixed-use buildings to the north.

Use: 130 Residential
Height: 5-6 stories

General Guidelines:

Building heights address overall building mass. Minor height elements may project above the guidelines to allow for rooftop access for open space, tenant amenity space, elevator over runs/exit stairs, architectural features, or mechanical systems. Final building height approvals will be set by the Specific Implementation Plan approvals. Building stories will be measured from the high side of the site for sloping sites.

Usable open space for residential units may include balconies, rooftop patios, or required yard space for part, or all, of the usable open space requirement. Square footages per unit will be determined at time of Specific Implementation Plan approval based upon the proposed building design.

Circulation

Circulation for the site will continue to be built around Heather Crest/Price Place private and public street system. These streets will offer both strong pedestrian connections and vehicular access to the entire project with secondary on-site circulation supplying parking, loading, and fire access to the parcel. The residential building 500 will include structured parking and a residential lobby with access from primary Vernon Boulevard.

Heather Crest Street Alternatives

The Heather Crest private street will continue to offer vehicular, pedestrian, and transit access to the site and neighborhood. The street cross section has been designed to accommodate the continued presence of Metro Transit Routes 2 & 28. The street cross section is proposed for parallel parking while Metro utilizes the corridor. In the event that the transit route shifts locations and no longer utilizes the corridor, Heather Crest may be reconfigured to incorporate perpendicular parking on the northern street frontage.

The plaza and the abutting section of Heather Crest are designed to accommodate outdoor events and festivals. This section of Heather Crest may be closed to vehicular traffic for temporary events to allow the expansion of the event spaces. Metro service will be rerouted during these temporary events to an alternative route alignment to be determined by Metro at a future date.

See Heather Crest Cross Section Alternatives exhibit

See Street Diagram for Street Festival

TDMP

A Transportation Demand Management Plan has been created to facilitate a multi-modal transportation focus for the project. This plan illustrates that the combination of mixed-use development and sustainable multi-modal transportation options facilitate a balance approach to accessing the shopping center.

Techniques utilized include the following:

- TDM coordinator
- Sidewalk connections throughout site
- Bike parking distributed throughout site with direct access to entrances and limited drive aisle crossings
- Bike maintenance facility
- Shared bike station
- Multi-modal wayfinding signage
- Mixed use
- Located adjacent to all day bus service within and surrounding the site
- Parking un-bundled from residential unit rents

Sustainability

Sustainable initiatives will be incorporated throughout the site as part of a system wide focus on sustainability. Sustainability components under evaluation include green stormwater management techniques, green infrastructure, green building techniques, and renewable energy. The site will

meet the City's EV charging and bird friendly glass ordinances. Sustainability techniques will be finalized as part of the Specific Implementation Plan stage.

Stormwater Management

The site is located in a watershed with flooding issues and is being carefully designed, in consultation with the City Engineering Department, with attention to minimum building opening elevations, door & garage placements, and stormwater management techniques. The design team is currently evaluating green roof, permeable pavers, bio-infiltration, underground storage, and underground infiltration to meet the required stormwater management and to identify any opportunities to improve the overall floor impacts on the site and surrounding neighborhood.

Green Infrastructure

The design team is evaluating building mechanicals and construction techniques to integrate sustainable components throughout the site.

Renewables

The design team is currently pursuing a test installation of non-grid solar powered EV charging stations and is interested in opportunities for other renewable energy installations within the property.

Anticipated Project Phasing:

2022 Construction Start

2-5 year implementation in multiple phases as determined by market demand.

Proposed PUD:GDP Zoning Text:

Statement of Purpose: This zoning district is established to allow of the rehabilitation and construction of:

- Commercial, office, hotel, and residential structures
- Parking and circulation facilities
- Utility infrastructure
- Site Improvements

Permitted Uses: Uses stated as permitted in the RMX district.
Accessory uses as permitted in the RMX district.
Public and quasi-public uses, including but not limited to, post office facilities and government facilities.

Lot Area: 31.82 acres

Floor Area Ratio/Height: Floor area ratio and height will be provided as shown on the approved plans.

Yard Requirements: Yard areas will be provided as shown on the approved plans.

Front Yard Setback:	Segoe	5-10'	minimum
	Heather Crest	0'	minimum
	Price Place	0-10'	minimum
	Vernon	5'-10'	minimum

Usable Open Space: Usable open space will be provided as shown on the approved plans. Usable open space may include balconies, rooftop patios, or required yard space for part, or all, of the usable open space requirement.

Landscaping: Site landscaping shall be provided as shown on the approved plans.

Accessory Off-Street Parking & Loading: Accessory off-street parking and loading will be provided as shown on approved plans

Lighting: Site lighting will be provided as shown on approved plans

Signage: All signage depicted in submittal is included for illustrative purposes only. Signage will be allowed per Chapter 31 of the Madison General Ordinances as compared to the RMX zoning district and will be part of separate signage submittals.

Family Definition: The family definition of this PUD-SIP shall coincide with the definition given in Chapter 2.03(2) of the Madison General Ordinances for the RMX zoning district.

Alterations & Revisions:

No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the Plan Commission.

Demolition Request:

The project is seeking a demolition request for the former BMO Harris office building located on the site. This building has been renovated numerous times and utilized for a wide range of uses since it's construction with the early phase of the neighborhood; however, due to size, configuration, and placement it cannot be retained as part of the project. The inward facing suburban design of the building results in presentation of largely inaccessible facades to the adjoining neighborhood with the lobby fronting onto the interior parking lot in a strongly suburban layout. This suburban format, coupled with the large floor plate, significantly impacts the ability to retain or reuse the building.

While the building is listed as contributing to the Hill Farms Historic District, the majority of the districts historic fabric is focused on the single-family homes within the neighborhood and are largely separated from the character of the building. This is reflected in the adopted neighborhood plan's recommendation for redevelopment of the site at 2-6 stories in height. It should be noted that this site is not specifically called out as exemplary architecture worthy of preservation; where as, other buildings in the planning area were specifically identified for preservation, such as the bank located at the corner of Vernon Boulevard and Midvale Boulevard.







PD Standards:

PD Standards:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.

Redevelopment of the existing suburban site creates opportunities to incorporate mixed-use development, advanced stormwater management (where no stormwater management currently exists), and green building techniques while fostering a walkable diverse neighborhood extension and regional destination.

- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.

The project facilitates a transition from single use suburban office & parking to a mixed use residential, hotel, office, and retail development built around a strong network of street & sidewalk connections, while reducing the overall parking to facilitate multi-modal transportation systems.

- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.

Not applicable.

- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.

While the project does remove the existing building the resulting character of development will strongly support the adjoining neighborhood and create an appropriate transition of use and scale.

- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.

The project facilitates the creation of a new signature multi-use open space and public gathering forum as the heart of the project. This new open space is coupled with activated streetscapes and pedestrian connections to offer a unique and vibrant center to the development.

- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

The project is built from the framework of the adopted plans and is consistent with the recommendations for an appropriately scaled urban redevelopment for the site.

(2) Standards for Approval of Zoning Map Amendment.

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

(a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:

1. Site conditions such as steep topography or other unusual physical features; or
2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.

The existing Hilldale Shopping Center is guided by PD zoning. Expanding the GDP will allow for consistent and orderly review of this phase along with future redevelopment phases

(b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.

The project is built from the framework of the adopted plans and is consistent with the recommendations for an appropriately scaled urban redevelopment for the site.

(c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

The property is well served with municipal services and redevelopment of the site will deliver significant tax base and positive economic conditions.

(d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.

A Traffic Demand Management Plan is included as part of the overall submittal packet.

(e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.

The proposed master plan creates a framework for future SIP submittals that transition in form, density, and height from the Vernon Boulevard frontage to the existing

shopping center; a direct reflection of the adopted neighborhood plan recommendations.

(f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.

The project creates a signature open space at the heart of the proposal. This multi-use plaza is designed to offer community gathering space for farmer markets, concerts, or fairs; along with active uses such as ice skating, yoga, and outdoor classes.

(g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.

The project will be implemented in phases and can be completed sequentially or as multiple construction projects, each of which are self-contained construction sites that will not adversely impact the adjoining community.

(h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

Not applicable.

(i) When applying the above standards to an application to reduce or eliminate setbacks required by Section 28.071(2)(c) Downtown Setback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate setbacks may be granted unless it finds that all of the following conditions are present:

Not applicable.

Legal Description:

A parcel of land being Lot 1, Certified Survey Map No. 11595, Part of Lots 9 and 14, Lot 10 and 11 Kelab Replat, Vacated Kelab Drive, and Lots 5, 6, and 7, Block 34 University Hill Farms – Commercial Reserve Addition Located In the City of Madison, Dane County, Wisconsin, more fully described as follows:

Commencing at the NW corner of the said NE 1/4; Thence S88°58'20"E, 610.94 feet to the west line of Midvale Boulevard extended; Thence along said west line, S00°02'28"E, 132.32 feet to the point of beginning of this description; Thence continuing S00°02'28 E, 397.83 feet; Thence S89°57'32"W, 64.75 feet; Thence S00°02'28"E, 60.08 feet; Thence S89°57'32"W, 18.00 feet; Thence S00°02'28"E, 60.50 feet; Thence N89°57'32"E, 18.00 feet; Thence S00°02'28"E, 38.00 feet; Thence S89°57'32"W, 18.00 feet; Thence S00°02'28"E, 20.00 feet; Thence N89°57'32"E, 18.00 feet; Thence S00°02'28"E, 78.00 feet; Thence S89°57'32"W, 18.00 feet; Thence S00°02'28 E, 92.00 feet; Thence N89°57'32"E, 18.00 feet; Thence S00°02'28"E, 58.31 feet; Thence N89°57'32"E, 64.75 feet to the West Line of Midvale Boulevard; Thence along the said West line, S00°02 28"E, 80.38 feet; Thence S89°57'32"W, 64.75 feet; Thence S00°02'28"E, 27.06 feet; Thence S89°57'32"W, 18.00 feet; Thence S00°02'28 E, 60.50 feet; Thence N89°57'32"E, 18.00 feet; Thence S00°02'28"E, 38.00 feet; Thence S89°57'32"W, 18.00 feet; Thence S00°02'28"E, 20.00 feet; Thence N89°57'32"E, 18.00 feet; Thence S00°02'28"E, 114.00 feet; Thence S89°57 32"W, 18.00 feet; Thence S00°02'28"E, 85.25 feet; Thence N89°57'32"E, 18.00 feet; Thence S00°02'28"E, 71.78 feet; Thence N89°57'32"E, 64.75 feet to the West line of Midvale Boulevard; Thence along said West line, S00°02'28"E, 327.32 feet; Thence S89°59'08"W, 290.17 feet to the East line of Price Place; Thence along said East line, N00°01'08"W, 129.88 feet; Thence S89°53'50"W, 60.00 feet; Thence S00°02'51"W, 368.67 feet Point on a Curve Thence Southwesterly, along a curve to the left, which has a radius of 15.00' and a chord which bears S56°25'05"W, 25.15' Thence to a curve to the left, which has a radius of 580.00' and a chord which bears N65°41'48"W, 17.37' Thence to a curve to the left, which has a radius of 700.00' and a chord which bears 76°23'27"W, 280.36' Thence to a curve to the left, which has a radius of 15.00' and a chord which bears N48°52'54"W, 19.68', Thence to a curve to the left, which has a radius of 659.27' and a chord that bears N24°38'41"W, 343.25', Thence N39°04'44"W, 101.23' Thence S50°15'56"W, 25.00 feet to the Easterly line of North Segoe Road; Thence along said Easterly line, N39°44'04"W, 280.14 feet; Thence N50°17'30"E, 187.30 feet; Thence N12°33'49"W, 104.62 feet; Thence S50°17'30"W, 235.08 feet to the Easterly line of North Segoe Road; Thence along said Easterly line, N39°44'04 W, 81.53 feet to a point of curve; Thence Northwesterly along a curve to the right which has a radius of 1024.23 feet and a chord which bears N38°47'07 W, 33.94 feet to a point of compound curvature; Thence Northeasterly along a curve to the right which has a radius of 15.00 feet and a chord which bears N16°15'30"E, 20.88 feet to a point on the Southeasterly Line of Sawyer Terrace; Thence along said Southeasterly line, N50°21'10"E, 83.60 feet to a point of curve; Thence Northeasterly along a curve to the left which has a radius of 1150.00 feet and a chord which bears N31°23'45"E, 749.03 feet; Thence S82°01'33"E, 65.84 feet; Thence S80°14'35E, 107.38 feet; Thence N06°05'17"E, 156.52 feet to a point of curve; Thence Northwesterly along a curve to the left which has a radius of 9.00 feet and a chord which bears N09°42'37"W, 7.83 feet; Thence N00°28'48"W, 226.39 feet to the Southerly line of University Ave; Thence along said Southerly Line, N89°31'11"E, 95.57 feet; Thence S88°58'09"E, 149.65 feet; Thence S85°10'40"E, 47.13 feet to of point of curve; Thence Southeasterly along a curve to the left which has a radius of 314.50 feet and a chord which bears S87°03'04 E, 20.56 feet; Thence S88°55'27"E, 181.19 feet; Thence S71°38'09"E, 26.24 feet; Thence S14°46'17"E, 22.98 feet to the point of beginning of this description. Said parcel contains 1,241,172 square feet or 31.82 acres.

Brian Munson

From: Brian Munson
Sent: Monday, October 04, 2021 9:27 AM
To: Martin, Arvina; info@hillfarms.org
Cc: Boyce, Chris; 'Cliff Goodhart - Eppstein Uhen Architects (cliffg@eua.com)'; Tim Parks; 'Kevin Firchow'; Brian Munson
Subject: Hilldale Shopping Center Phase Three: Notice of Pending Submittal

The Hilldale Shopping Center Design team is working on a rezoning, platting, and demolition permit submittal for the next phase of the shopping center. The redevelopment of the BMO Harris Site (702 N Midvale/401 N Segoe) will begin the formal approval process with a target submittal date of November 3rd. We look forward to sharing an update on the project with everyone at the neighborhood meeting this week.

Please contact me if you have any questions.

Brian Munson

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