

**From:** [Tim Gruber](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Martin, Arvina](#)  
**Subject:** Hilldale Phase 3  
**Date:** Saturday, January 8, 2022 12:09:38 PM

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Dear Plan Commission Members:

I am writing in support of the Hilldale Phase 3 General Development Plan, items 7 and 8 of the Plan Commission agenda for January 10, with several comments. I am a resident of the Sunset Village Neighborhood, just east of Hilldale, within walking distance, and a former Alder of the district. I have watched and participated in discussions about the phases of redevelopment of Hilldale over the years, both as a private citizen and as an Alder. I am at Hilldale often for shopping, for my kids music lessons, and for the farmer's market.

There is much to like and support about the proposal. The added density of residential units will contribute to the liveliness of the area and provide much needed housing for the city. Repurposing the movie theater and opening up the blank facades with windows is a positive development. Building a plaza along Heather Crest will give additional green space and be a space for festivals and the farmer's market. I just have a few suggestions and comments. The trees planted in the plaza should be big enough that as they grow they provide shade for people. I have found that farmer's markets are much more pleasant when there is shade on a hot summer day.

I suggest continuing the sidewalk along the south side of Heather Crest (Kelab Dr) all the way to Segoe Rd. In the plans it is shown to extend only as far as the new building that will be on the site of the current bank building and parking lot. Adding this section of sidewalk is something that I identified while doing a walking audit of the area several years ago as Alder.

For Heather Crest alternatives (p. 16 of the plans) I support alternative 1 that calls for parallel parking. I have found that the straight in parking on Price Place feels unsafe when driving or backing out. Another alternative would be angle parking, but of the three options I would still support parallel parking.

Thank you for reading my comments.

Tim Gruber  
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**From:** [Michael J. Lawton](mailto:Michael.J.Lawton)  
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**Subject:** 702 North Midvale Blvd. and 401 North Segoe Road, Jan. 10, 2022 Plan Commission Meeting Agenda Items 7 and 8, Legistar Nos. 68648 and 68199  
**Date:** Monday, January 10, 2022 10:20:40 AM

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

**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:** 702 North Midvale Blvd. and 401 North Segoe Road, 1/10/22 Plan Commission Agenda Items 7 and 8, Legistar Nos. 68648 and 68199, Application for Demolition and General Development Plan (GDP) Amendment, Hilldale Redevelopment

The following are the comments of the Hill Farms Association Planning Committee in connection with the above matters:

First, in a prior discussion with Brian Munson on behalf of the applicant, I understand that the applicant is sensitive to the fact that the totality of the redevelopment that is taking place in the area bounded by Regent Street on the south, Segoe Road on the west, Midvale Boulevard on the east and the Hilldale shopping center to the north, by more than one developer, is tending to eliminate the opportunity to have small businesses that provide services or have professional offices serving the Hill Farms neighborhood over time, which is one of the reasons that this area was part of the National Register Historic District in the first place, as provision for these businesses and services was behind the original University plan for this area. Mr. Munson indicated that it may be possible to make provision for some amount of this type of commercial space in Buildings 200 or 300 in the redevelopment area in the future. We are requesting that, if not already included in the proposed conditions of approval of the GDP amendment, that there be provisions included in the conditions of approval of the GDP amendment at this time stating that further consideration of this issue will be reserved for the future SIP's for these buildings (200 and 300).

Second, it appears from the staff report that the Traffic Demand Management Plan will require further examination when SIP's are brought forward in the future, as the one filed to this point is general and is not based on the specific SIP's that will be brought forward. We request that the Plan Commission recommend as a condition of approval of the GDP amendment that the Traffic Demand Management Plan be considered again by the Plan Commission in connection with

**the approval of each SIP in this area so that there can be a full examination of traffic issues at that time.**

**Third, in prior projects in our area, such as the Madison Yards project, some provisions were included in the zoning documents at our suggestion regarding sustainability features of the project. We understand that these may not be reviewable until more specific plans are put forward in connection with particular SIP's, but we again request that provisions be included in the conditions of approval for the GDP amendment indicating that these matters, to the extent the City is allowed by law to consider them, will be reserved for consideration at the time of each SIP approval.**

**Lastly, as provided in the past in significant developments in our area, such as the Flad project at Regent and Segoe, that are near residential uses in our neighborhood, we request that a specific condition of approval be included in the GDP amendment that will require that there be no construction/demolition related vehicle parking associated with this project adjacent to any residences, including construction employee parking, as this parking can be provided for on the Hilldale shopping center grounds or at other locations during the period of construction/demolition.**

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