

City of Madison

Proposed Rezoning

Location

702 North Midvale Boulevard

Applicant Louis C. Masiello – Hilldale Shopping Center/ Cliff Goodhart – Eppstein Uhen Architects

From: PD-SIP

To: Amended

PD-SIP

Existing Use

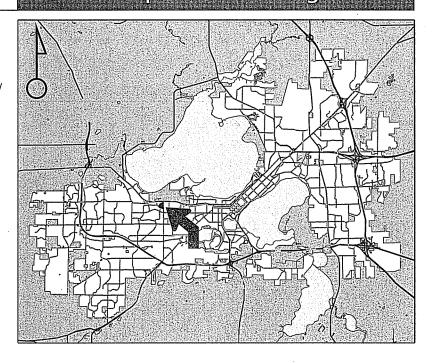
Hilldale Shopping Center

Proposed Use

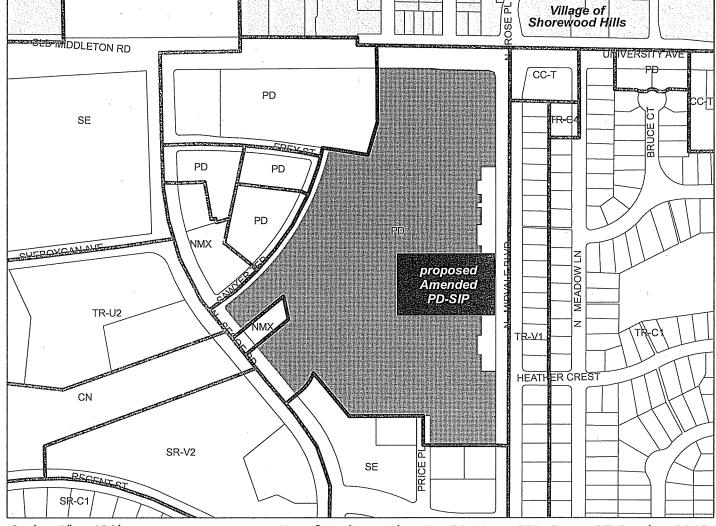
Amend Planned Development plans to allow the redevelopment of the "north wing" of Hilldale Shopping Center to convert enclosed retail spaces into open air spaces

Public Hearing Date Plan Commission 14 October 2013

Common Council 29 October 2013



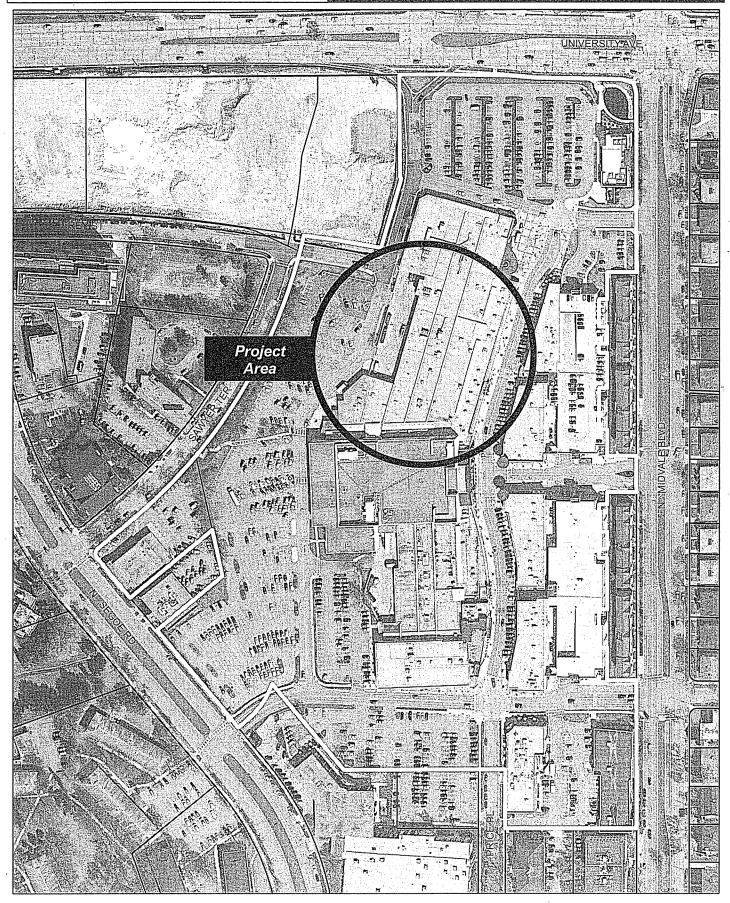
For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale: 1" = 400'

City of Madison, Planning Division: RPJ: Date: 07 October 2013





Date of Aerial Photography: Spring 2010



LAND USE APPLICATION

Development Schedule: Commencement January, 2014

CITY OF MADISON

FOR OFFICE USE ONLY: 215 Martin Luther King Jr. Blvd; Room LL-100 Amt. Paid __ Receipt No. _ PO Box 2985; Madison, Wisconsin 53701-2985 Date Received Phone: 608.266.4635 | Facsimile: 608.267.8739 Received By ___ Parcel No. All Land Use Applications should be filed with the Zoning Aldermanic District Administrator at the above address. Zoning District • The following information is required for all applications for Plan Special Requirements _ Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application. Review Required By: ☐ Urban Design Commission ☐ Plan Commission This form may also be completed online at: Common Council Other: www.cityofmadison.com/developmentcenter/landdevelopment Form Effective: February 21, 2013 702 N Midvale Blvd 1. Project Address: Project Title (if any): Hilldale Shopping Center 2. This is an application for (Check all that apply to your Land Use Application): ☐ Zoning Map Amendment from ______ **IX** Major Amendment to Approved PD-SIP Zoning Review of Alteration to Planned Development (By Plan Commission) ☐ Conditional Use, or Major Alteration to an Approved Conditional Use Demolition Permit Other Requests: ____ 3. Applicant, Agent & Property Owner Information: Company: Hilldale Shopping Center LLC Louis C. Masiello Applicant Name: 1330 Boylston Street, #212 02467 Chestnut Hill, MA Street Address: City/State: Zip: Telephone: 617) 646-3264 Fax: lou.masiello@wsdevelopment.com (617) 738-1628 Email: **Company:** Eppstein Uhen Architects Cliff Goodhart Project Contact Person: 222 West Washington Avenue Madison, WI 53703 Street Address: City/State: Zip: cliffg@eua.com Telephone: 608) 442-6684 Fax: Property Owner (if not applicant): City/State: 4. Project Information: Provide a brief description of the project and all proposed uses of the site: Selective demolition and reconfiguration of retail space between Macy's and Metcalfe's

December, 2014

Completion

5. Required Submittal Information
All Land Use applications are required to include the following:
Project Plans including:*
 Site Plans (<u>fully dimensioned</u> plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
Grading and Utility Plans (existing and proposed)
 Landscape Plan (including planting schedule depicting species name and planting size)
Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
 Floor Plans (fully dimensioned plans including interior wall and room location)
Provide collated project plan sets as follows:
• Seven (7) copies of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
• Twenty Five (25) copies of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
One (1) copy of the plan set reduced to fit onto 8 ½ X 11-inch paper
* For projects requiring review by the Urban Design Commission , provide Fourteen (14) additional 11x17 copies of the plan set. In addition to the above information, <u>all</u> plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall <u>bring</u> samples of exterior building materials and color scheme to the Urban Design Commission meeting.
Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:
 Project Team Existing Conditions Project Schedule Proposed Uses (and ft² of each) Hours of Operation Building Square Footage Number of Dwelling Units Auto and Bike Parking Stalls Lot Coverage & Usable Open Space Calculations Value of Land Estimated Project Cost Number of Construction & Full-Time Equivalent Jobs Created Public Subsidy Requested
Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: City Treasurer.
Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com .
Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.
6. Applicant Declarations
Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices: Notified Alder Schmidt & Hill Farms Neighborhood Association on Friday, June 28th, 2013 (in writing) of intent to file → If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
☐ Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the
proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
Planning Staff: Bill Fruhling Date: 05/30/13 Zoning Staff: Matt Tucker Date: 05/30/13
The applicant attests that this form is accurately completed and all required materials are submitted: VP of Development for S.R. Relationship to Property: Weiner & Associates (manager) Authorizing Signature of Property Owner



August 7, 2013
Katherine Cornwell
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: Hilldale Shopping Center 702 N. Midvale Blvd.

Dear Ms. Cornwell,

Hilldale Shopping Center LLC (Applicant) proposes to amend the Hilldale PD-GDP/SIP to redevelop a portion of the north wing of the existing mall, between the existing Metcalfe's and Macy's, from enclosed mall shops to open air shops. This Letter of Intent is submitted together with the Land Use Application, Project Plan, and Filing Fee.

Land Use Application

A Land Use Application is enclosed, filled out for a Major Amendment to Approved PD-GDP/SIP Zoning.

Project Plans

Project Plans including the following: Site Plans, Grading and Utility Plans, Landscape Plan, Building Elevations, and Floor Plans. Also included are Colored Elevation Drawings, Lighting with Photometric Plan & Cutsheet, and Contextual Site Plan Information.

Filing Fee

A check in the amount of \$5,350.00 made out to City of Madison Treasurer is enclosed for the Filing and Notification Fees.

Letter of Intent

The Applicant proposes selective demolition and renovation of the existing enclosed mall between Metcalfe's and Macy's, to convert the enclosed shops to open air shops, with storefronts facing the existing vehicular street and proposed pedestrian walkway. There is approximately 70,000 SF of building area existing within the area of modification, which will be reduced to approximately 60,000 SF of building area. The revised store configuration will create new storefronts that will open onto the existing vehicular street that runs north-south from Metcalfe's to Sundance. A new open air pedestrian walkway will also be created to connect this existing street to the existing parking area on the west side of the existing mall, with new storefronts along this walkway. New storefronts will also face the west parking lot. The current parking configurations on site will remain, with the parking lot surfaces immediately adjacent to the proposed renovation areas being repaved.

The proposed project is a reconfiguration of existing retail and restaurant building areas, and the existing land uses at Hilldale Shopping Center will remain essentially unchanged. The hours of operation for these shops will be consistent with the remainder of the existing Shopping Center.

Construction is expected to begin in January of 2014, and the project will take approximately a year to complete.

The project team consists of the Applicant, Hilldale Shopping Center LLC, as well as the consultants listed below:

APPLICANT:

Hilldale Shopping Center LLC

1330 Boylston Street

Chestnut Hill, Massachusetts 02467

Phone:

617.232.9800

Fax:

617.738.1628

Louis Masiello

lou.masiello@wsdevelopment.com

Katherine Wetherbee

katie.wetherbee@wsdevelopment.com

ARCHITECT:

Eppstein Uhen

222 West Washington Avenue

Suite 650

Madison, Wisconsin 53703

Phone:

608.442.\$350

Fax:

608.442.6680

Steve Holzhauer

steveh@eua.com

Cliff Goodhart

cliffg@eua.com

LANDSCAPE ARCHITECT:

Ken Saiki Design

303 South Patterson

Suite One

Madison, Wisconsin 53703

Phone:

608.251.3600

Fax:

608.251.2330

Ken Saiki

ksaiki@ksd-la.com

CIVIL ENGINEER:

JSD Professional Services

161 Horizon Drive

Suite 101

Verona, Wisconsin 53593

Phone:

608.848.5060

Fax:

608.848.2255

Hans Justeson

hans.justeson@jsdinc.com

Bill Dunlop

bill.dunlop@jsdinc.com

PLANNING:

Vandewalle & Associates 120 East Lakeside Street Madison, Wisconsin 53715

Phone:

608.255.3988

Fax:

608.255.0814

Brian Munson

bmunson@vandewalle.com

LEGAL:

Axley Brynelson, LLP

P.O. Box 1767

Madison, Wisconsin 53701

Phone:

608.255.3988

Fax:

608.255.0814

Brian Mullins

bmullins@axley.com

MASTER PLANNING:

Arrowstreet

212 Elm Street

Somerville, MA 02144

Phone:

617.623.5555

Fax:

617.625.4646

Scott Pollack

pollack@arrowstreet.com

Existing Conditions:

Existing Zoning:

PD-GDP/SIP

Address:

702 North Midvale Boulevard

Parcel Identification Number:

0709-201-2101-2

Aldermanic District:

District 11

Alder Chris Schmidt

Neighborhood Association:

Hill Farms Neighborhood

Notifications:

Neighborhood Association

Alder

June 28, 2013

June 28, 2013

Neighborhood Meeting

July 11, 2013

DAT Presentation

July 11, 2013

Legal Description:

See Attached

Lot Area:

28.49 acres

Hilldale Shopping Center LLC is excited to propose this major investment to the Hilldale Shopping Center. This redevelopment project will serve as a catalyst for stimulating economic growth and attracting new tenancy, to ensure that Hilldale remains the vibrant and healthy amenity that is has been, as it serves the Hill Farms Neighborhood and entire Madison community for decades to come.

Sincerely,

Louis C. Masiello

Vice-President of Development



HILLDALE SHOPPING CENTER RENOVATION 702 N Midvale Blvd Madison, WI 53705

SHEET INDEX

L100 - Overall Site Plan

L101 - Site Plan Enlargement

L200 - Grading Plan

L300 - Landscape Plan

C100 - Demolition/ Erosion Control Plan

C200 - Utility Plan

ES001 - Site Lighting

ES002 - Light Fixtures

FP100 - Fire Department Access Plan

A001 - Existing Floor Plan

A100 - Proposed Floor Plan

A200 - Exterior Elevations

A201 - Exterior Elevations

A500 - Enlarged Elevation Details

A800 - Signage/ Wayfinding

A801 - Signage/ Wayfinding

A900 - Renderings

A901 - Renderings

ES100 - Partial Site Photometrics

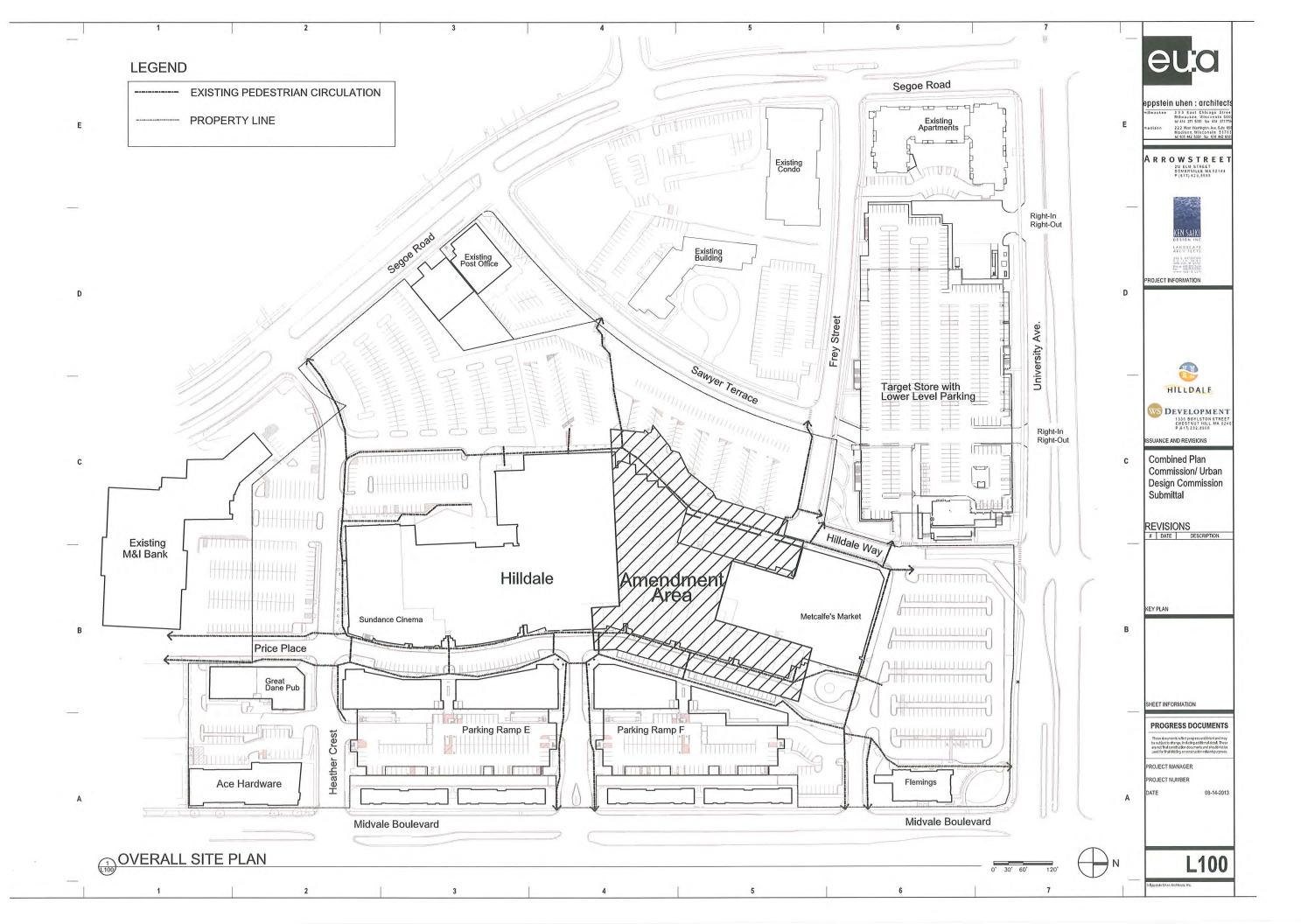


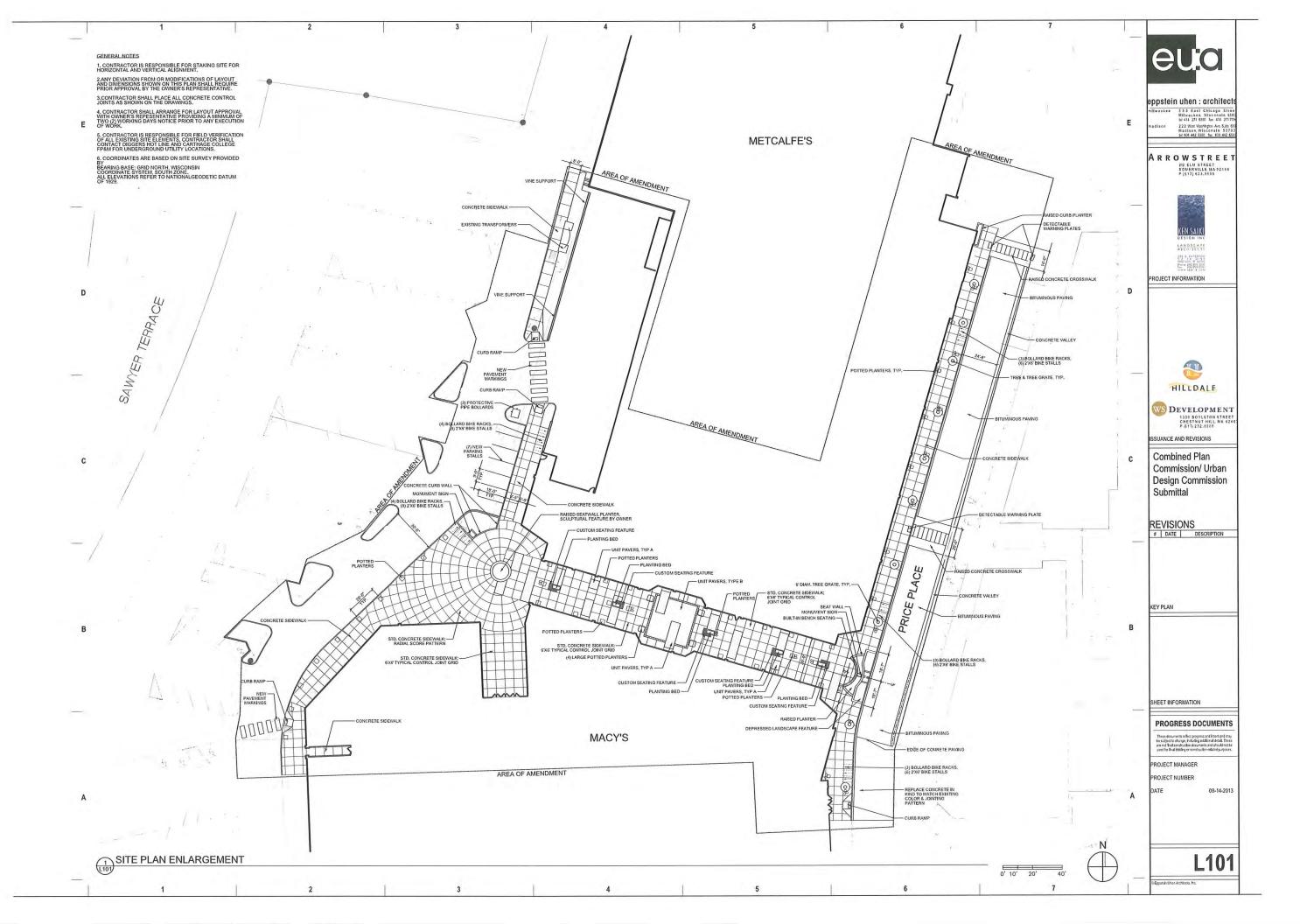
eppstein uhen : architects

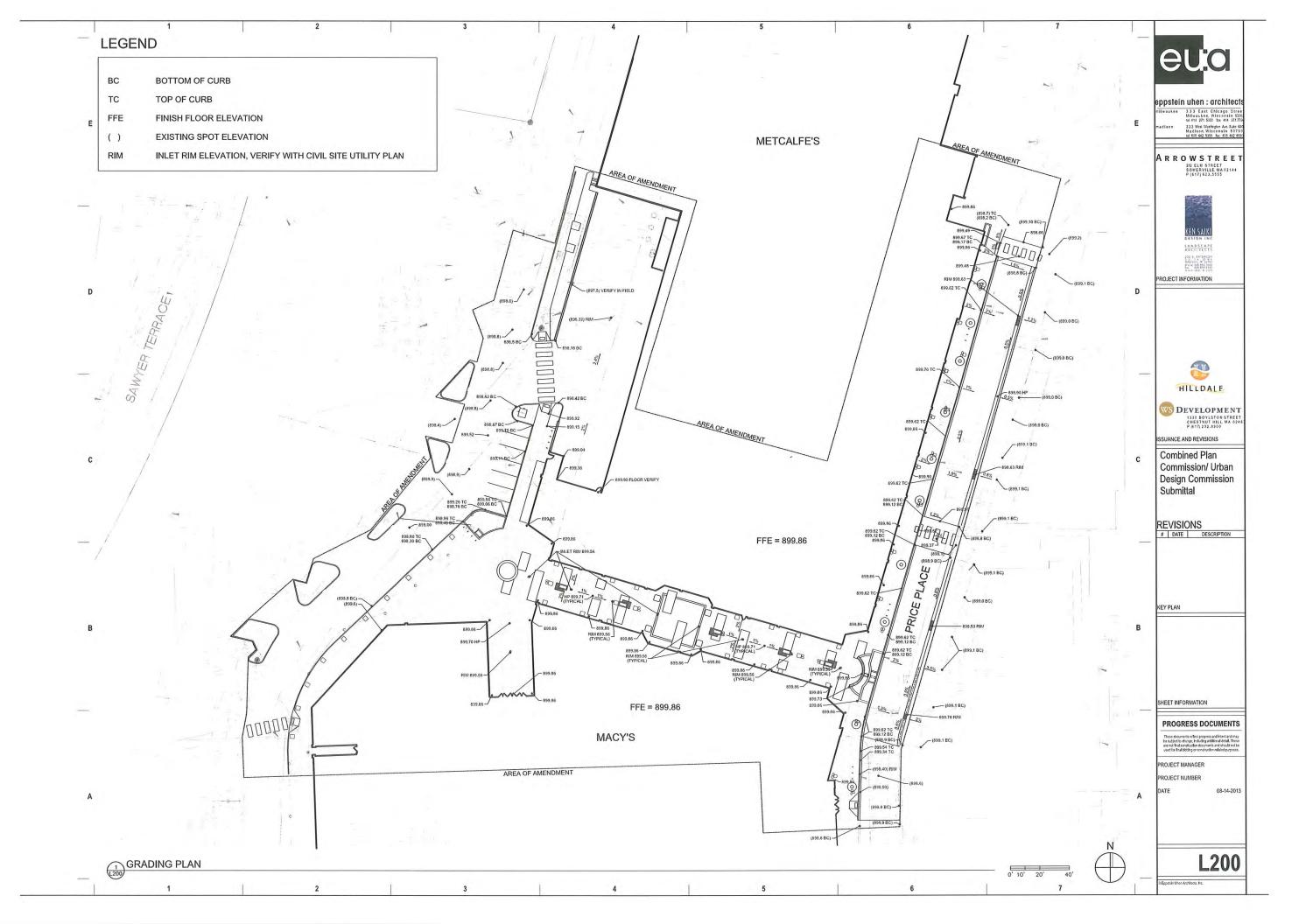
Combined Plan Commission, Urban Design Commission Submittal

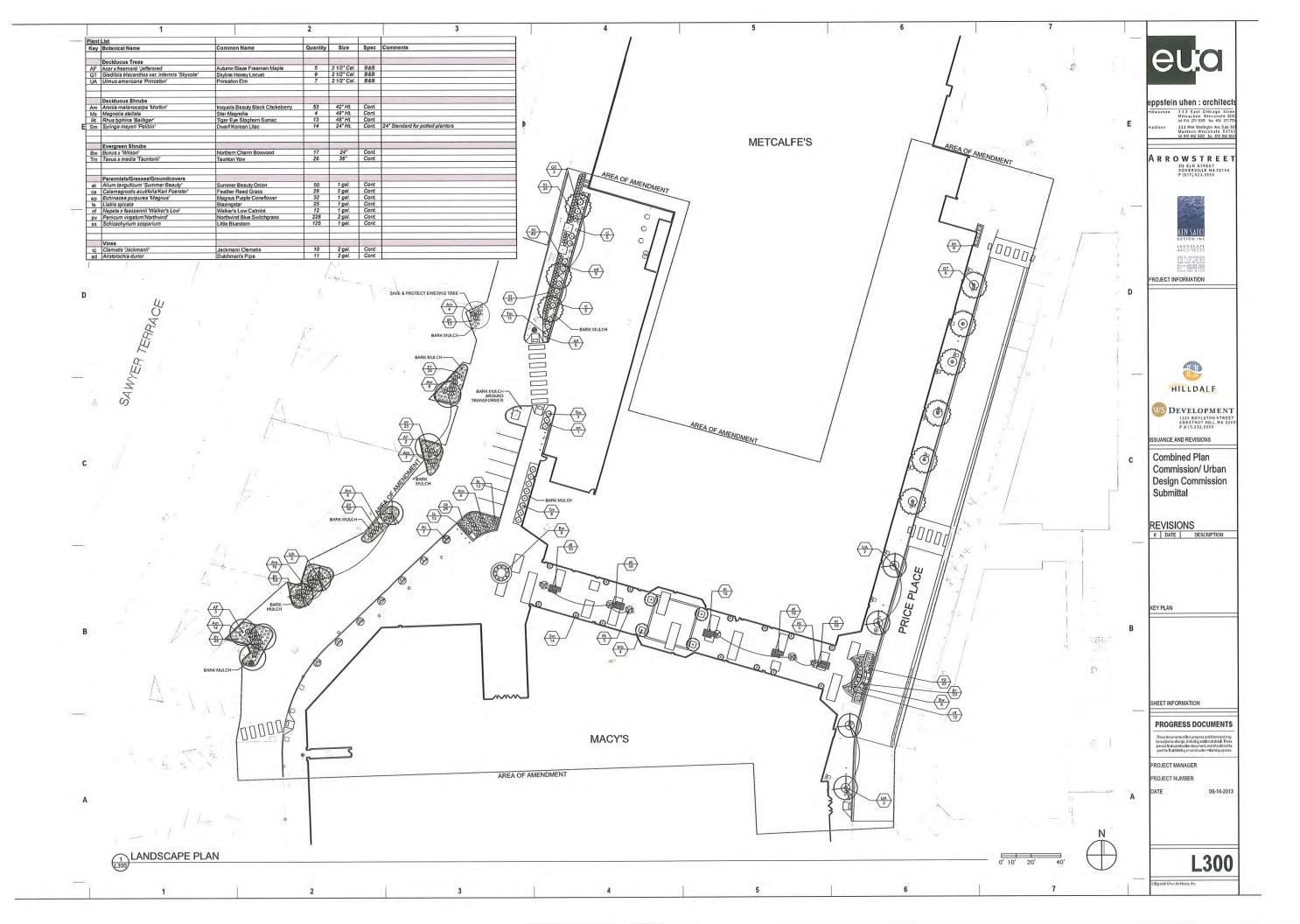
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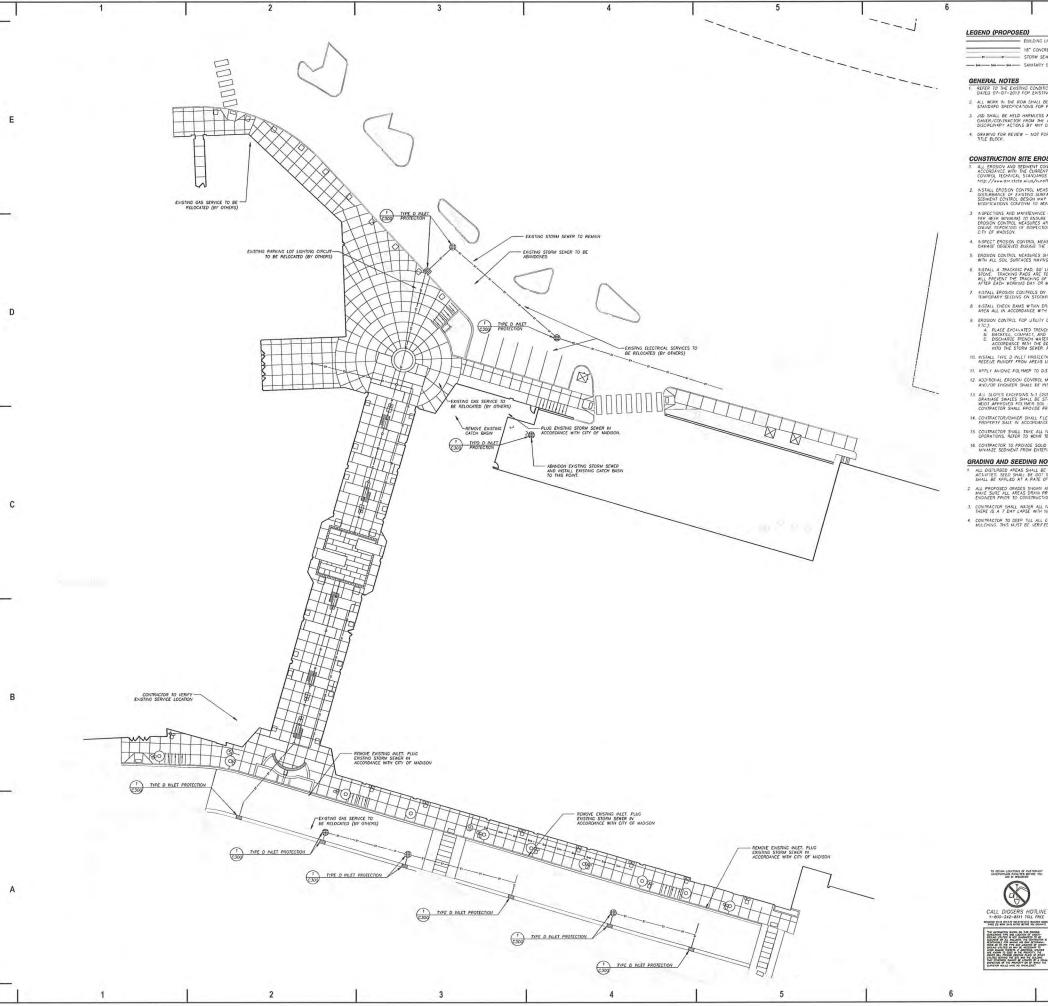
PROJECT NUMBER: 713001-00











LEGEND (PROPOSED)

18° CONCRETE CURB & GUTTER

18° CONCRETE CURB & GUTTER

- su- su- su- SANITARY SEWER

REFER TO THE EXISTING CONDITIONS SURVEY BY ROYAL OM AND ASSOCIATES, INC. DATED 07-07-2013 FOR EXISTING CONDITIONS NOTES AND LEGEND.

- ALL WORK IN THE ROW SHALL BE IN ACCORDANCE WITH THE CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION.
- SD SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVATIONS BY THE OWNER/CONTRACTOR FROM THE APPROVED CONSTRUCTION PLAYS THAT MAY RESULT IN DISCIPLIARY ACTIONS BY ANY OR ALL FEGULATORY ACRORES.
- 4. DRAWNG FOR REVIEW NOT FOR CONSTRUCTION UNLESS OTHERWISE NOTED IN THE TITLE BLOCK.

CONSTRUCTION SITE EROSION CONTROL REQUIREMENTS

ALL EROSON AND SERVENT CONTROL PRACTICES SHALL BE DESIGNED AND IMPLEMENTED IN ACCORDANCE WITH THE CURRENT DEPARTMENT OF NATIONAL RESOURCES EROSON AND SERVENT OFFINE RECORDES EROSON AND SERVENT WITH PRESENTED SERVENT SERVEN

- INSPECTIONS AND MAINTENANCE OF ALL EROSION CONTROL MEASURES SHALL BE ROUTHE (ONCE FER MEEM MINUM). TO ENSURE PROPER FUNCTION OF EROSION CONTROLS AT ALL TIMES. EROSION CONTROL MEASURES ARE TO BE IN MORNING ROOPE AT THE PLOY OF EACH NOW DAY. CHAIR, REPORTING OF BISPECTIONS AND MAINTENANCE IS RECURRED TO BE SUBMITTED TO THE CITY OF MADISON.
- NISPECT EROSON CONTROL MEASURES AFTER EACH 1/2" OR OPERITER PAINFALL. REPAIR ANY DAVAGE OBSERVED DURING THE INSPECTION.
- 5. EROSION CONTROL WEASURES SHALL BE REMOVED ONLY AFTER SITE CONSTRUCTION IS COMPLETE WITH ALL SOL SURFACES HAVING AN ESTABLISHED VEGETATIVE COVER.
- 6. INSTALL A TRACKING PAD, 50' LONG AND NO LESS THAN 12" THOSE BY USE OF 3" CLEAP STONE. TRACKING PADS ARE TO BE MANIFACED BY THE CONTRACTOR IN A CONDITION WHICH NLL PREVENT THE TRACKING OF MUD OR DRY SECURITY ONTO THE ADJACENT PUBLIC STREETS AFTER EACH WORKING DAY OR WOME PREQUENTLY AS PEQUINED BY THE CITY OF MADISON.
- INSTALL EROSION CONTROLS ON THE DOWNSTREAM SIDE OF STOCKPILES AND PROVIDE TEMPORARY SEEDING ON STOCKPILES WHICH ARE TO REMAIN IN PLACE FOR MORE THAN 7 DAYS.
- 8 INSTALL CHECK DAMS WITHN DRAWAGE DITCHES AND IN FRONT OF SUT FEWONG IN ANY LOW AREA ALL IN ACCORDANCE WITH WOME TECHNICAL STANDARDS. EROSION CONTROL FOR UTILITY CONSTRUCTION (STORY SEWER, SANITARY SEWER, WATER MAIN,
- 2).
 A PLACE EYCAVATED TRENCH MATERIAL ON THE HICH SIDE OF THE TRENCH
 B BACKFUL, COMPACT, AND STABLUZT THE TRENCH MANERATUR AFTER FIVE CONSTRUCTION
 DESCHARGE TRENCH WATER SIND A SEMBLATHAND BASH OF RETEND THAN BY
 ACCORDANCE WITH THE CRANERING TORNICAL STANDARD NO. 1051 PRIOR TO RELEASE
 WITH THE STORY SEMEN, RECEIVED STREAM, OR BERMANCE DITCH.
- INSTALL TYPE D INLET PROTECTION AROUND ALL STORM SEWER INLETS AND CATCH BASINS THAT MAY RECEIVE RUNOFF FROM APEAS UNDER CONSTRUCTION. PEFER TO WISDOT FDM FOR PESPECTIVE DETAILS.
- 11. APPLY ANIONIC POLYMER TO DISTURBED AREAS IF EROSION BECOMES PROBLEMATIC
- ADDITIONAL EROSION CONTROL MEASURES, AS REQUESTED BY STATE INSPECTORS, LOCAL INSPECTORS AND/OR ENGINEER SHALL BE INSTALLED MITHIN 24 HOURS OF REQUEST.
- CONTRACTOR/OWNER SHALL FLE A NOTICE OF TERMINATION UPON VEGETATIVE STABILIZATION AND/OR PROPERTY SALE IN ACCORDANCE WITH WOME REQUIREMENTS.
- CONTRACTOR SHALL TAKE ALL NECESSARY STEPS TO CONTROL DUST ARISING FROM CONSTRUCTION OPERATIONS. REFER TO WOMR TECHNICAL STANDARD 1068.
- CONTRACTOR TO PROVIDE SOUD LID OR METAL PLATE ON ALL OPEN MANHOLES DURING CONSTRUCTION TO WINIMZE SEDIMENT FROM ENTERING THE STORY SEWER SYSTEM.

GRADING AND SEEDING NOTES

- ALL DISTURBED APEAS SHALL BE SEEDED AND MULCHED IMMEDIATELY FOLLOWING GRADING ACTIVITIES. SEED SHALL BE DOT SEED MIXTURE 4D OR SMILAR LAWN TIPE SEED HIX MIXTURE SHALL BE APPLIED AT A PATE OF THE POUNDS FOR CON-THOUGHAND SOUGHER FEET.
- ALL PROPOSED GRADES SHOWN ARE FINISHED GRADES, CONTRACTOR SHALL VERFY ALL GRADES, MAKE SURE ALL AREAS DRAIN PROPERLY AND SHALL REPORT ANY DISCREPANCIES TO THE ENGINEER PROP TO CONSTRUCTION.
- CONTRACTOR SHALL WATER ALL NEWLY SEEDED AREAS DURING THE SUMMER MONTHS WHENEVER THERE IS A 7 DAY LAPSE WITH NO SIGNFICANT PAINFALL.
- 4. CONTRACTOR TO DEEP TILL ALL COMPACTED PERVIOUS SURFACES PRIOR TO SEEDING AND MULCHING. THIS MUST BE VERFED BY THE ENGINEER AS PART OF THE AS-BULT CERTIFICATION.

eppstein uhen : architects

ARROWSTREET



PROJECT INFORMATION

HILLDALE SHOPPING CENTER RENOVATION

702 N Midvale Blvd ___ Madison, WI 53705



HILLDALE

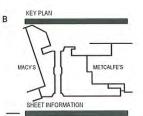


ISSUANCE AND REVISIONS

Combined Plan Commission, Urban **Design Commission** Submittal

- REVISIONS

DATE DESCRIPTION



PROGRESS DOCUMENTS

PROJECT NUMBER 713001-00

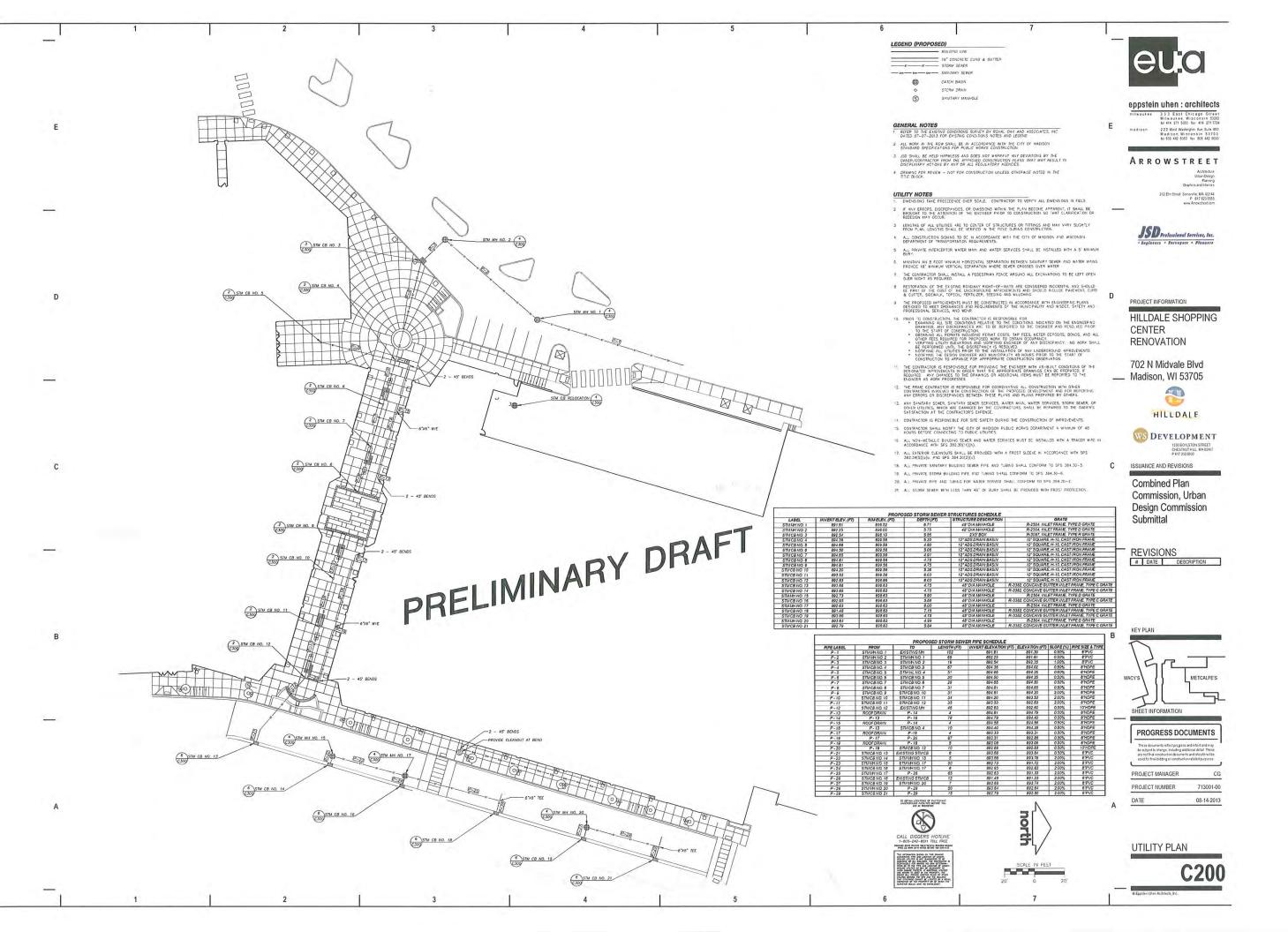
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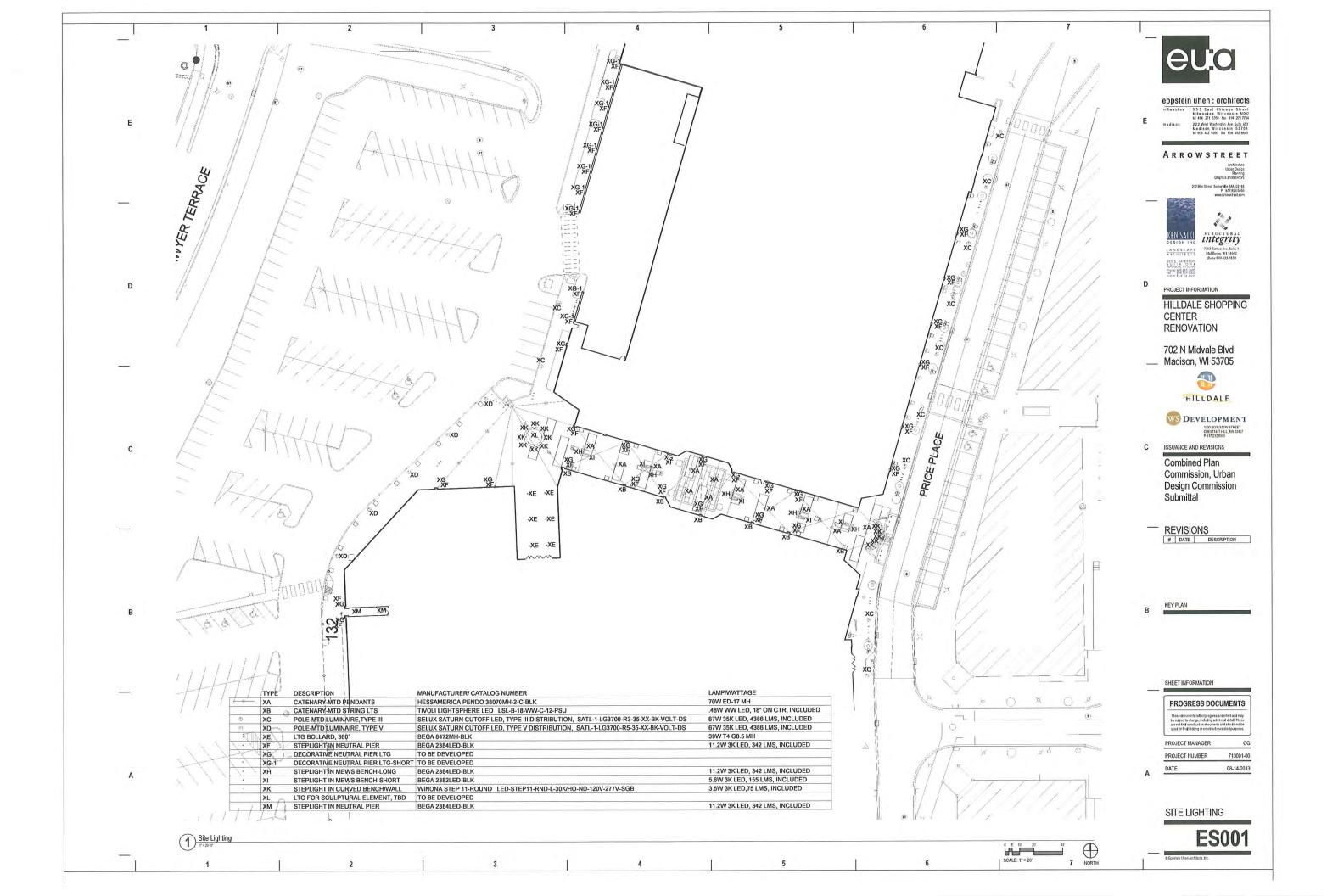
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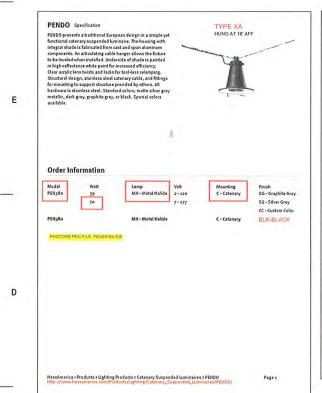
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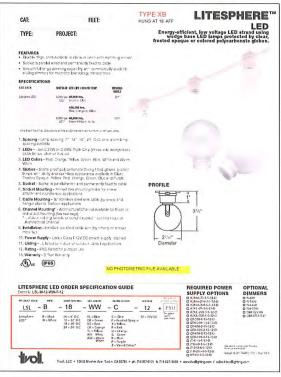
north

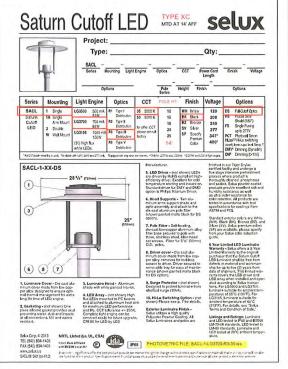
PLAN C100

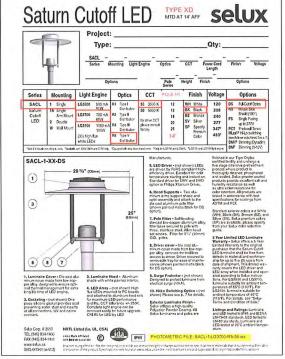














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212 Bm Steet Somerville, MA 02144 P 617,623,5555 www.Arrowsbeet.com



7702 Terrace Ave. Sains 1 Middleton, W1 53562 phone 608 833 8830 ARCHITECTS 321 3 FATERSON S 0 1 1 E O N E MADISON, WI 53103 Franc 608 251 3600 Fat 608 151 2300 West 813 13 CO.

PROJECT INFORMATION

HILLDALE SHOPPING CENTER RENOVATION

702 N Midvale Blvd ___ Madison, WI 53705





1330 BOYLSTON STREET CHESTNUT HILL, MA 02417 P 617-232-8900

ISSUANCE AND REVISIONS Combined Plan Commission, Urban

— REVISIONS

KEY PLAN

В

SHEET INFORMATION

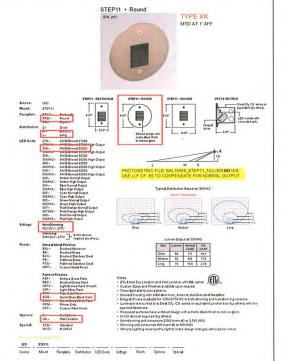
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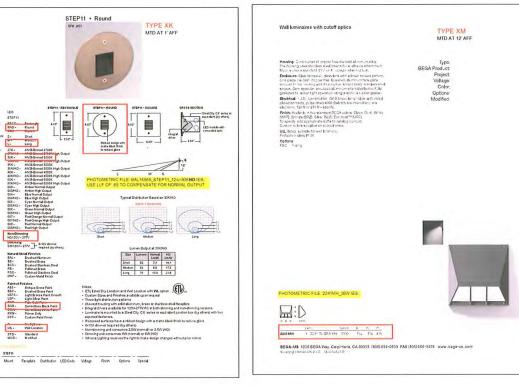
CG PROJECT NUMBER 713001-00 DATE 08-14-2013

LIGHT FIXTURES

ES002







В

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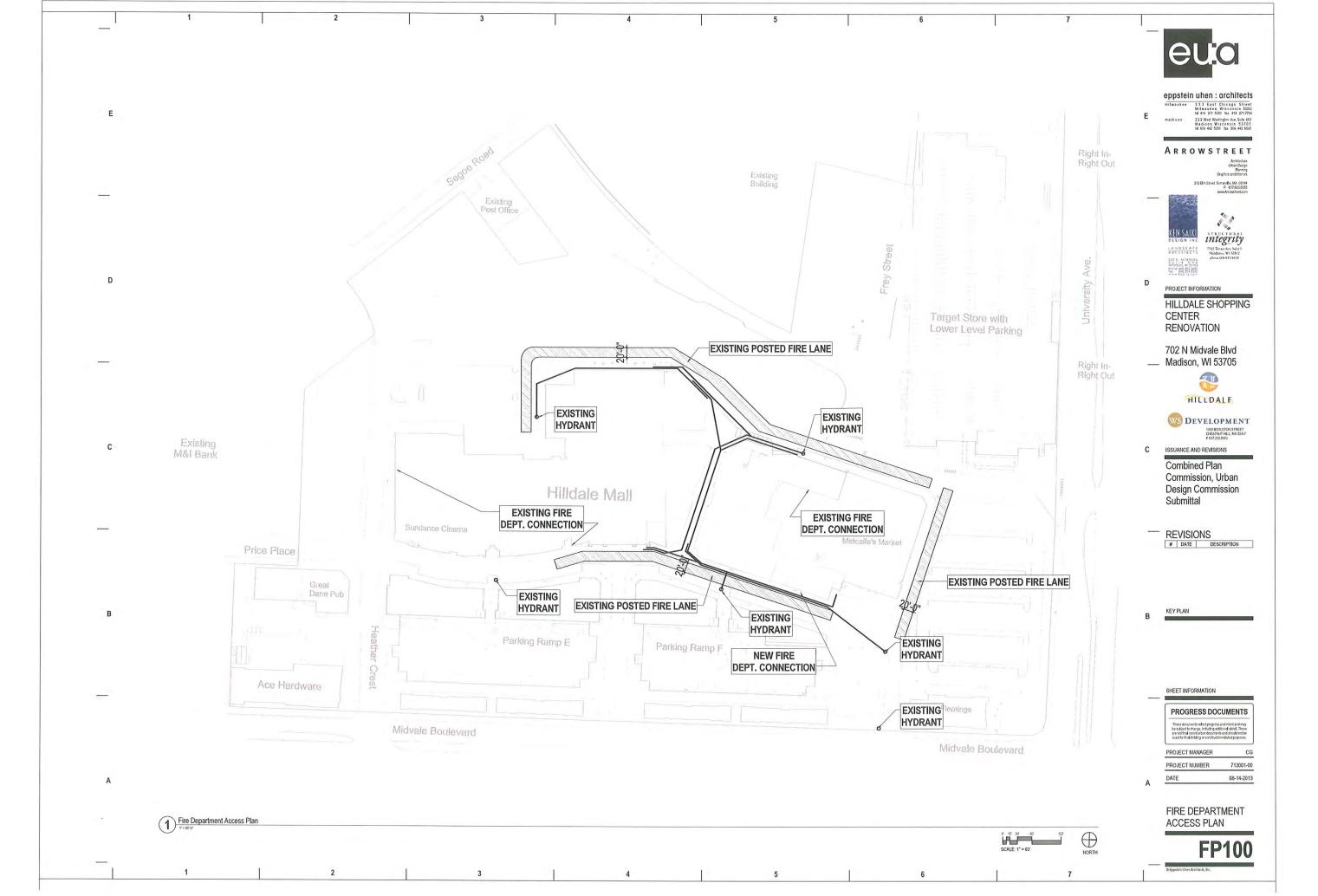
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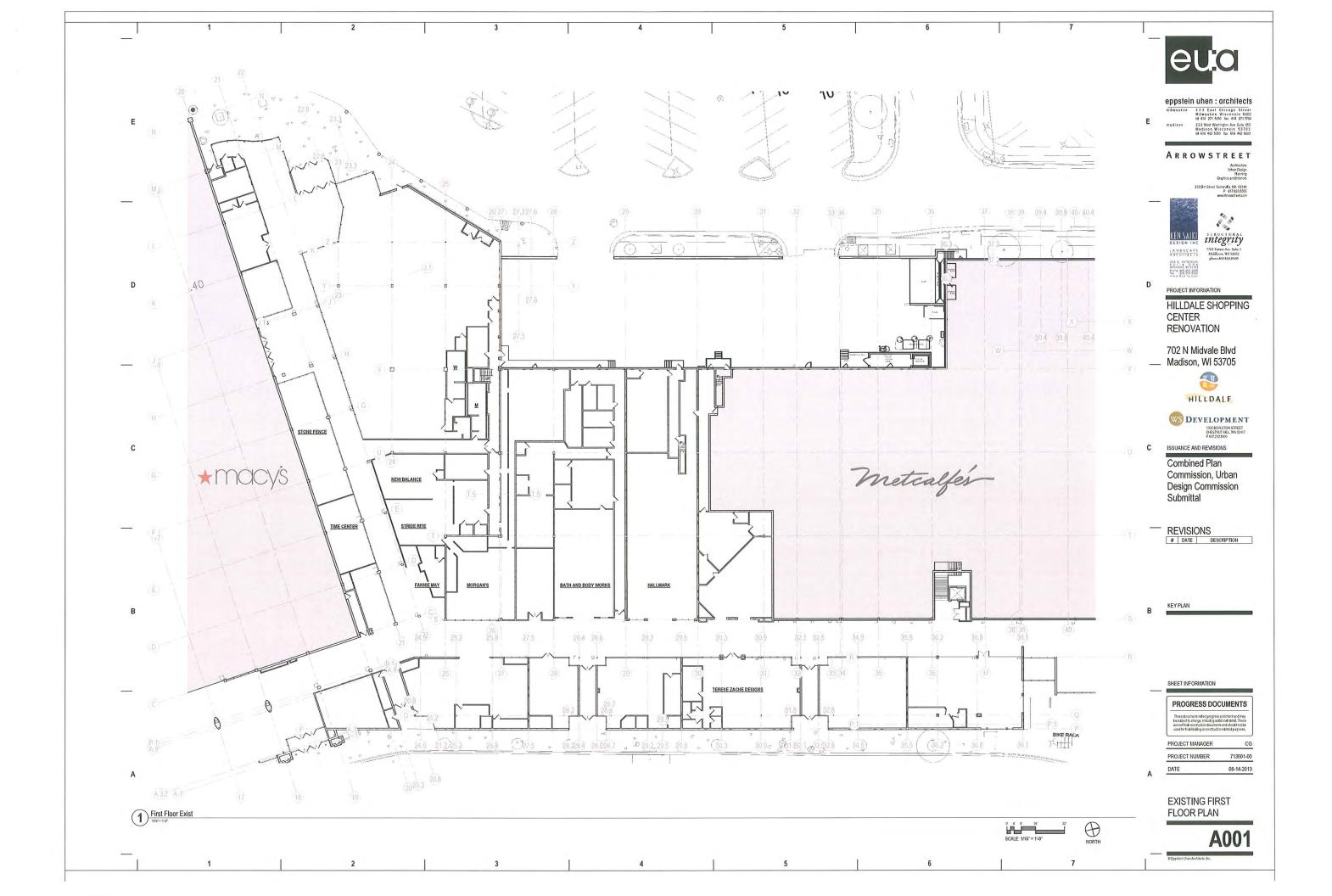
PROJECT MANAGER

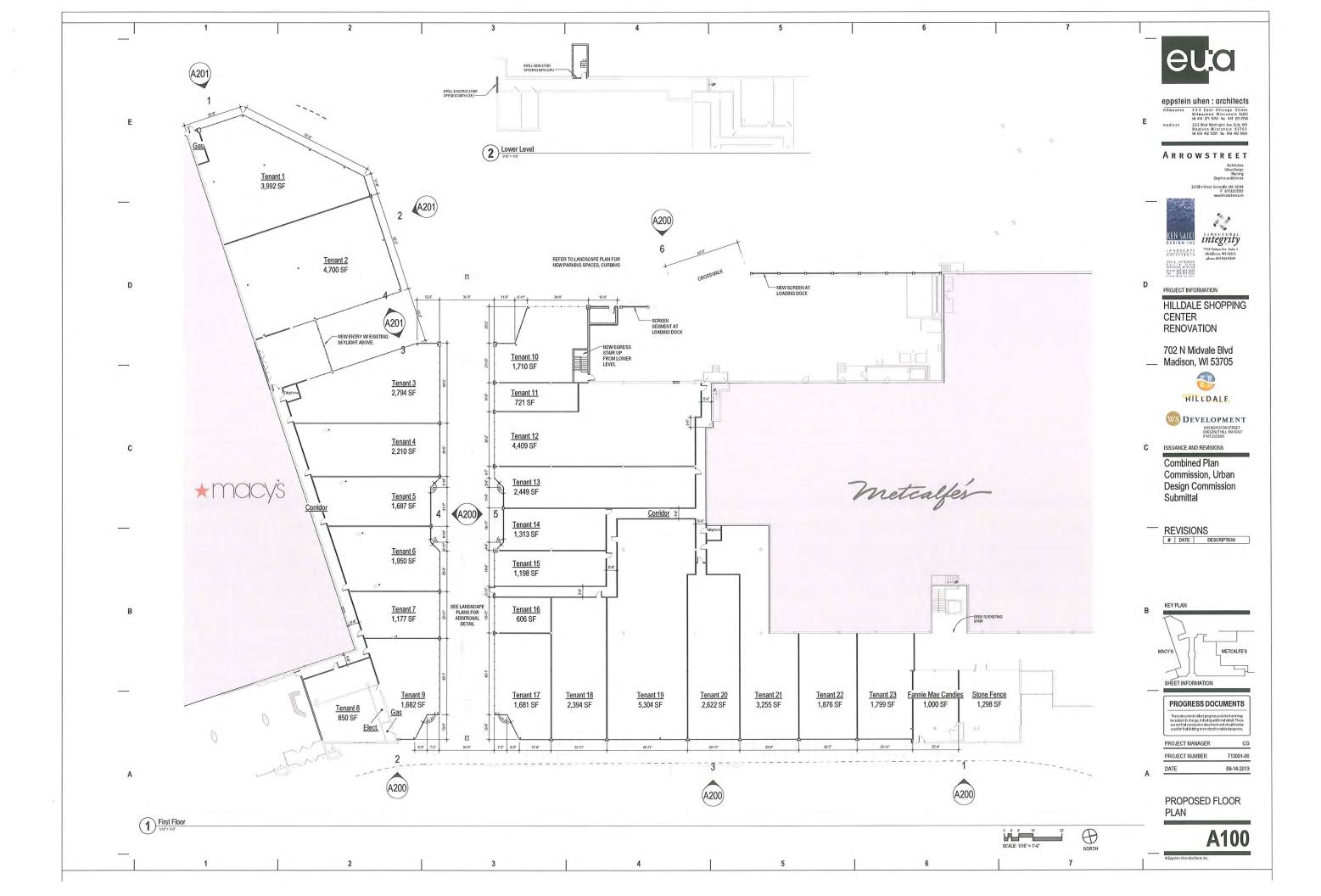
HILLDALE

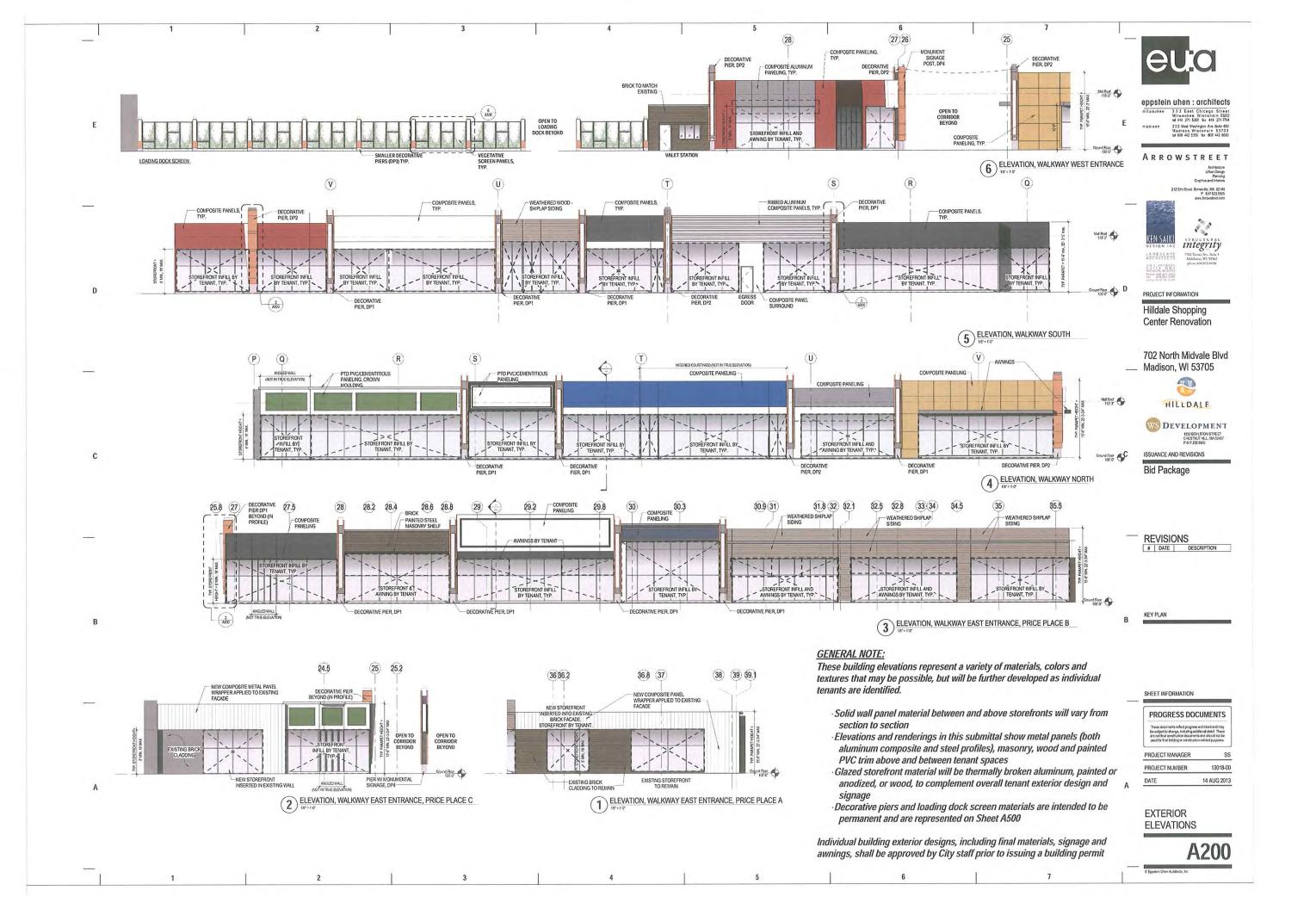
Design Commission Submittal

DATE DESCRIPTION









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ARROWSTREET

integrity 123 5 PATESON S NEW PARCEN, WISSPAN PARCEN, WI

PROJECT INFORMATION

Hilldale Shopping Center Renovation

702 North Midvale Blvd ___ Madison, WI 53705



WS DEVELOPMENT 1330 BOYLSTON STREET CHESTNUT HLL, MA 02467 P 617 232 8900

ISSUANCE AND REVISIONS

Bid Package

Mail Roof

3 ELEVATION, MACYS CONNECTOR WEST

DECORATIVE_PIER, DP2 EGRESS DOOR

DECORATIVE PIER, DP2 CANTILEVERED AWNINGS

OPEN TO CORRIDOR BEYOND

REVISIONS
| DATE | DESCRIPTION

KEY PLAN

COMPOSITE PANELING

GENERAL NOTE: These building elevations represent a variety of materials, colors and textures that may be possible, but will be further developed as individual tenants are identified.

- · Solid wall panel material between and above storefronts will vary from section to section
- · Elevations and renderings in this submittal show metal panels (both aluminum composite and steel profiles), masonry, wood and painted PVC trim above and between tenant spaces
- · Glazed storefront material will be thermally broken aluminum, painted or anodized, or wood, to complement overall tenant exterior design and
- · Decorative piers and loading dock screen materials are intended to be permanent and are represented on Sheet A500

Individual building exterior designs, including final materials, signage and awnings, shall be approved by City staff prior to issuing a building permit

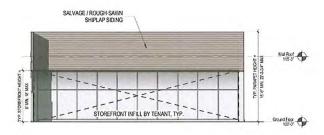
SHEET INFORMATION

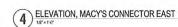
PROGRESS DOCUMENTS

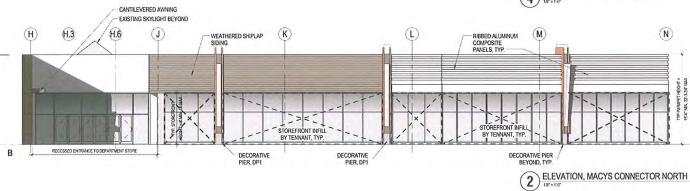
PROJECT MANAGER PROJECT NUMBER

13018-00 14 AUG 2013 DATE

EXTERIOR ELEVATIONS



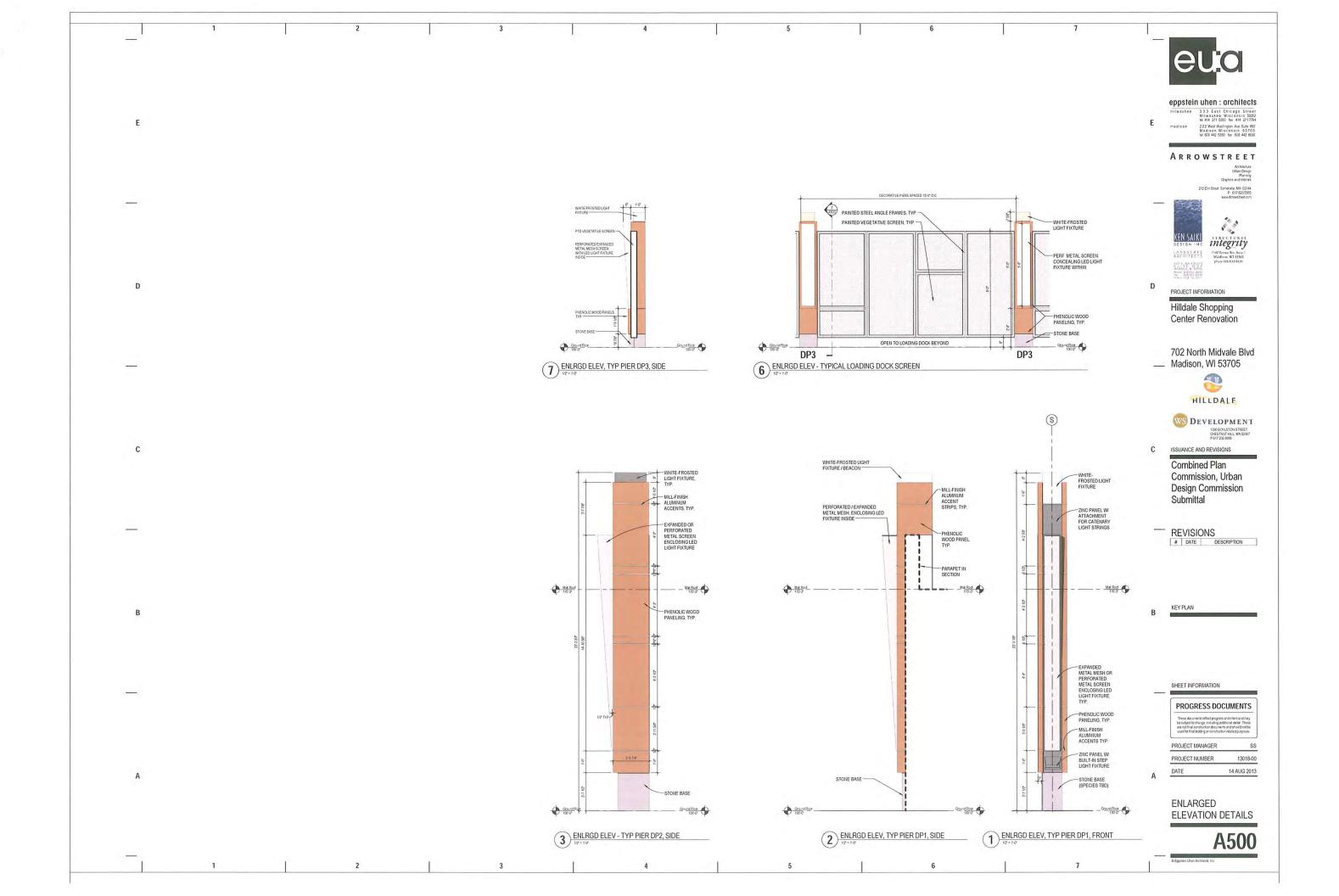


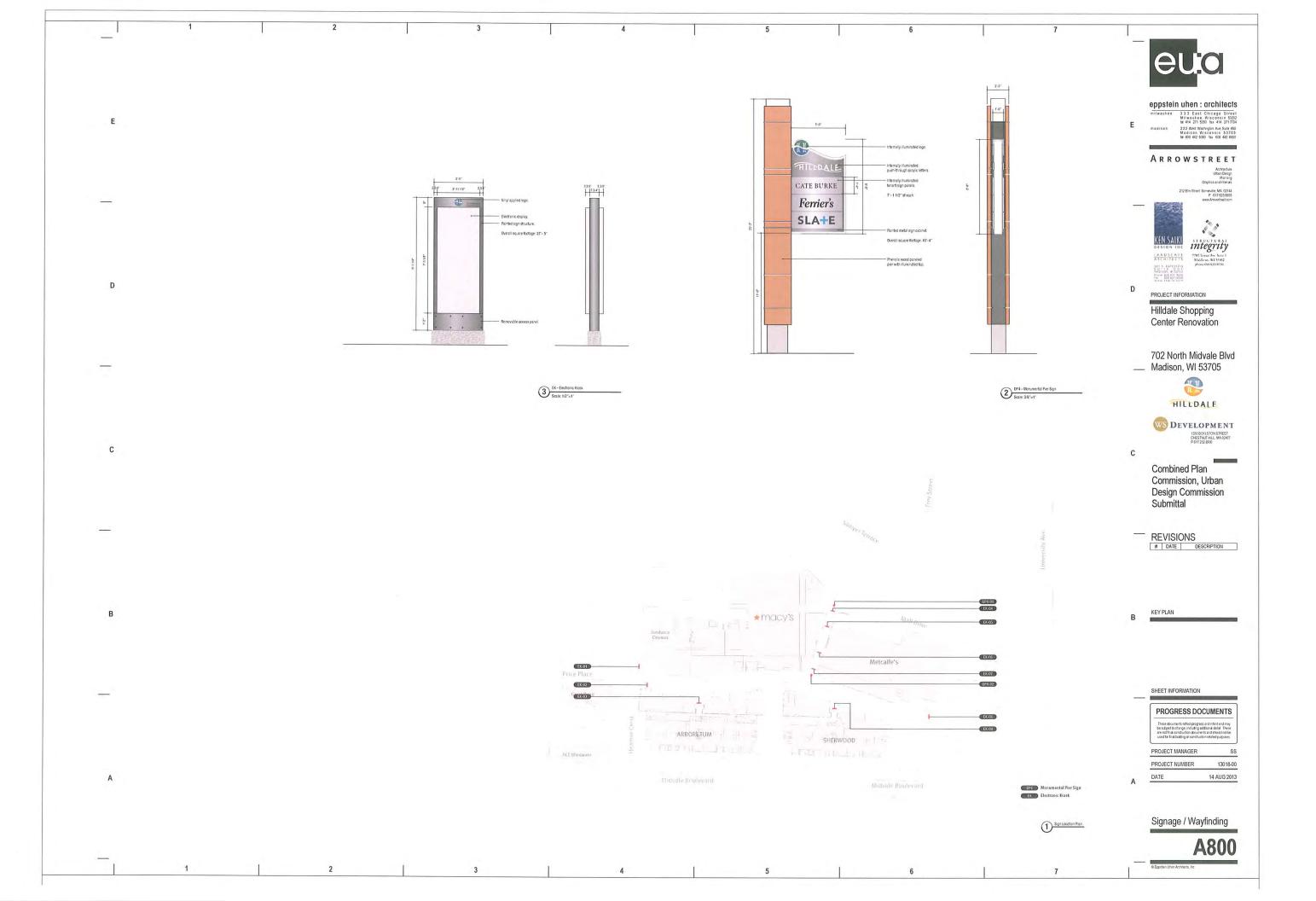


C

E

1 ELEVATION, WEST





Signage should be developed in an imaginative and creative manner. The signage shall conform to the specifications set forth below.

The tenant shall identify the premises by means of an illuminated sign furnished and installed by the Tenant. Wording of the Tenant's sign shall be limited to the Tenant's trade name and company logo. The Tenant is limited to one sign per evaluation. Sign criteria are as follows:

- Signs will be composed of individually constructed illuminated letters.

 Letter faces must be 3/16* Plexiglas or equivalent material. Letters to be made of minimum cops aluminum backs and minimum cops aluminum teurns with a painted finish to match sign face, trimmed with one (1/4) rewellter time cap around the Pieziglas edge. All aluminum surfaces inside letters to be painted high closs white.

 No letter in sign may be less than eighteen inches (18*) in height or more than thirty-six inches (30*) in height.

 Storefront width 40* or less: maximum length of lettering no more than 70% of storefront width. No letters within 3* of "of building corners or 2*0" from the neutral pier.

 Storefront width over 40; building corners on 2*0" from the neutral pier.

 Storefront vidth over 40; building corner.

 Basteline for sign is to be horizontal and in line with other storefront signs.

 Tenant vill submit color faces of sign to be approved by Landlord.

Logo and Graphics

Safety logos are permitted on the interior storefront glazing. The logo must consist of only the store name or logo.

Other types of graphic presentation will be considered on a case by case basis if it is determined by the Landlord to be part of an overall graphic design.

C

Blade Signs are encouraged as a functional decorative element to enhance the streetscape of Hilldale. Blade Signs are to be reviewed and approved by Landlord on a case by case bases.

- Prohibited Signage includes:

 Audible signs or sign elements

 Odor of smoke producing signs or sign elements

 Signs employing moving or flashing lights

 Signs employing moving or flashing sights

 Signs employing uninous, vacuum-formed plastic letter

 Signs employing uninous, vacuum-formed plastic letter

 Signs employing unedged or uncapped plastic letters or letters with no returns and exposed fastening

 Signs employing exposed lamps

 Painted, paper or cardboard signs, stickers or decals hung within or on the outside of the Premises

 - Premises

 "Employment Opportunities/ Help Wanted" or any signs implying such (prohibited unless approved in writing by Landlord)

Exterior signs shall be watertight, and comply with all code requirements. Surface mounted raceware prohibited, except on brick, and all penetrations through the exterior wall must be sealed and

Tenant shall give Mall Management written notification at least three (3) business days in advance of

Approval of the Tenant's design or working drawings by the Landlord shall not constitute review and approval of the Tenant's signage until city approval has been granted and the City of Madison has issued the necessary permits. Tenants shall submit two (2) sets of reproducible drawings for review and approval by Landlord, Eduication or installation of the Tenant's signage shall not commence before the Landlord's approval of the sign shop drawings. The Tenant is responsible for obtaining all necessary permits for installation of tenant's signs.

- Awnings

 Awnings can be one single color or multiple colors.

 Awnings can have both open and closed ends. The end returns should always be at 90 degrees to the main face of the awnings.

 Depth of the awning should be a maximum of 48".

 Awnings can extend 6 inches of either side of the storefront windows.

 The bottom of the awning structure should not be below 7'6" above the sidewalk. A 6" valence can extend from the bottom of the structure

 Height of the awning would be a minimum of 3'2".

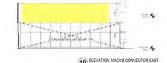
 Awnings may be cuved or round.

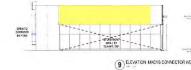
CITY OF MADISON APPROVAL PROCESS

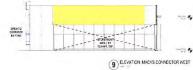
Retail/commercial tenancies for premises up to 20,000 square feet of Floor Area within Hilldale Mall have specific allowances under these criteria and as provided in the approved PUD and the street Graphics Control Ordinance, Chapter 31, Madison General Ordinances, II proposed signage exceeds applicable provisions of the Street Graphics Control Ordinance, the Secretary of the City of Madison unban Design Commission has the authority to approve minor deviations from its provisions, or to refer the signage package to the Urban Design Commission for formal consideration based on level of inconsistencies of the proposed signage with the ordinance provisions.

Individual large retail/commercial projects, i.e., those for more than 20,000 square feet of Floor Area Submitted to the City of formal consideration under a PUD approval process will provide a specific signage package for Urban Design Commission approval, as well as for Landlord's approval.



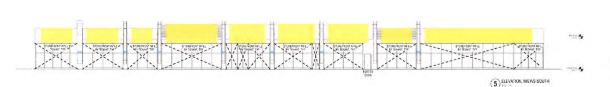


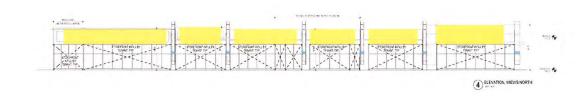


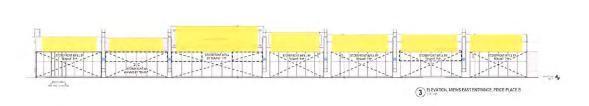


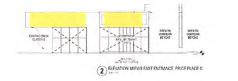


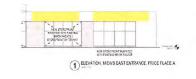














eppstein uhen : architects

222 West Washington Ave Suite 650 Madison, Wisconsin 53703 tet 608 442 5350 fax 608 442 6680

ARROWSTREET





ARCHITECTS 103 5 PATESON & UTILITY ON E MADISON W 53733 Prime 608 551-3630 Prime 608 551-3630 Prime 110 - 6 CCC

PROJECT INFORMATION

Hilldale Shopping Center Renovation

702 North Midvale Blvd Madison, WI 53705



HILLDALE



Combined Plan Commission, Urban Design Commission Submittal

- REVISIONS # DATE DESCRIPTION

KEY PLAN See Enlarged Plan



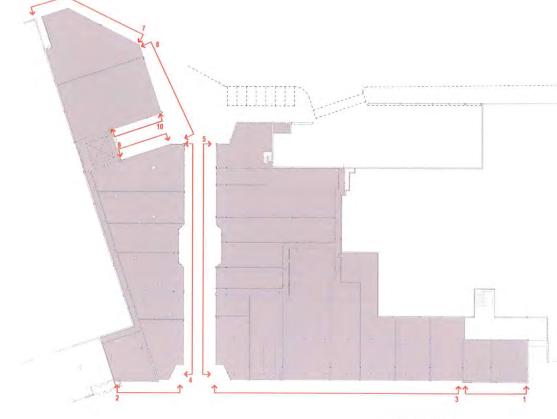
SHEET INFORMATION

PROGRESS DOCUMENTS

PROJECT MANAGER PROJECT NUMBER 13018-00 14 AUG 2013 DATE

Signage / Wayfinding

A801



(11) ENLARGED KEY PLAN





eppstein uhen : architects
milwaukee 33 3 East Chicago Street
Milwaukee. Wisconsin 53202
bis 414 271 5350 tax 414 2717794





PROJECT INFORMATION

Hilldale Shopping Center Renovation

702 North Midvale Blvd — Madison, WI 53705





ISSUANCE AND REVISIONS

Combined Plan Commission, Urban Design Commission Submittal

REVISIONS
DATE DESCRIPTION

SHEET INFORMATION

PROGRESS DOCUMENTS

14 AUG 2013

Renderings

A900















eppstein uhen : architects
milwaukee 333 East Chicago Street
Milwaukee Wisconsin 5300
Bi 414 2717540 fax 414 2717794



PROJECT INFORMATION

Hilldale Shopping Center Renovation

702 North Midvale Blvd — Madison, WI 53705



WS DEVELOPMENT

ISSUANCE AND REVISIONS

Combined Plan Commission, Urban Design Commission Submittal

REVISIONS
DATE DESCRIPTION

SHEET INFORMATION

PROGRESS DOCUMENTS

PROJECT NUMBER 13018-00 14 AUG 2013

Renderings

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<sup>*21 *22 <sup>*24 *41 *113 <sup>*</sup>44 <sup>*28 *29 *27 *25 *24 <sup>*23 *23 *23 *24 <sup>*23 *20 *19 *17 *20</sub></sup></sup></sup></sup></sup></sup></sup></sup></sup>
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eppstein uhen : architects

Milwaukee, Wisconsin 532 tel 414 271 5353 fax 414 271 77 adison 222 West Washington Ave, Suite 6: Madison, Wisconsin 5370

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PROJECT INFORMATION

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C ISSUANCE AND REVISIONS

Combined Plan Commission, Urban Design Commission Submittal

REVISIONS

DATE DESCRIPTION

D KEY F

SHEET INFORMATION

PROGRESS DOCUMENTS

These documents reflect progress and intent and in be subject to change, including additional detail. The are not final construction documents and should not used for final billions or construction of the calculation.

PROJECT MANAGER

PROJECT NUMBER 713001-00

CG

DATE

12 17 16 44

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OVERALL SITE

PHOTOMETRICS

ES100