

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 11, 2016

TITLE: 702 North Midvale Boulevard –
Redevelopment of the South Side of
Hilldale Mall (Between Macy’s and
Sundance) in UDD No. 6. 11th Ald. Dist.
(42708)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: May 11, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Tom DeChant, Cliff Goodhart, Richard Slayton, Lois Braun-Oddo, Sheri Carter and John Harrington.

SUMMARY:

At its meeting of May 11, 2016, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the redevelopment of the south side of Hilldale Mall located at 702 North Midvale Boulevard. Appearing on behalf of the project were Brian Munson, Alexandra Patterson, Paul Raisleger and Katherine Wetherbee, all representing WS Development; and Shane Bernau, representing Ken Saiki Design.

The original 1962 exterior wall will be brought back to create an outdoor space activated with a greenspace, landscaping, benches and chairs. It can be activated year-round, emulating a village green feel with buildings that feel like they’re own buildings while mimicking and highlighting each other. They’re complementary towards each other while ultimately being different. The retail tenants will have entrances off of the greenspace. The triangular shape of the greenspace will force people to meander while it creates outdoor nooks for seating. Feedback from the Alder and neighborhood has been positive.

Comments and questions from the Commission were as follows:

- The energy and excitement is great. Do we really need to have parking in front of it (new open space area)?
 - It’s something we’ve grappled with. Ultimately what’s important is to create a streetscape. Right now it’s a solid brick wall; you’re driving down this road and all of the sudden it feels activated and there’s things happening. I always say in order to create this streetscape, you have to create this idea for our retailers and our customers that you have a chance to park there.
You could bring the plaza out to the street. For the number of cars you’re getting it seems like you could so much better utilize that as seating.
- If you had parallel parking rather than head-in parking it would be a real street rather than “this is a shopping center.”
- It would be better to have parallel parking. I go to Hilldale and I’m always looking to see who is trying to pull out; I would hate to have to look on both sides.

- It's the perception that parking is available and possible. Having parking on both sides would also slow down the traffic.
- Is there another store behind these? There's a very large lot behind there. You often see people dropping people off at Sundance, and then they're stopping traffic. Even just a pull-over for that purpose would be very helpful.
- It becomes a pocket park and would be so much more vibrant without a car blocking your view.
- More exciting greenspace would benefit and activate that open space and bring more people in than a parking spot.
- There's no shade trees. You really need to make that an attractive place. Retailers always worry about their signage but there are ways to work with that.
- This space has a much better opportunity to be that open space jewel.
- People aren't going to be deterred by a large tree. People know what's there and I don't think it's the drive-by signage that will lure them in, it's pedestrians.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.