

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**  
**Legistar # \_\_\_\_\_**

DATE SUBMITTED: July 3, 2013

**Action Requested**

- Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

UDC MEETING DATE: July 10, 2013

**PLEASE PRINT!**

**PLEASE PRINT!**

PROJECT ADDRESS: 702 North Midvale Boulevard

ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals)

WS Development Associates LLC

1330 Boylston Street

Chestnut Hill, MA 02467

ARCHITECT/DESIGNER/OR AGENT:

Eppstein Uhen Architects

222 West Washington Avenue, #605

Madison

CONTACT PERSON: Steve Holzhauer

Address: Eppstein Uhen Architects  
222 West Washington Avenue, #605

Phone: 442-6688

Fax: \_\_\_\_\_

E-mail address: steveh@eua.com

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP) Existing SIP Major Alteration  
 Planned Community Development (PCD)  
 General Development Plan (GDP)  
 Specific Implementation Plan (SIP)  
 Planned Residential Development (PRD)  
 New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)  
 School, Public Building or Space (Fee may be required)  
 New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.  
 Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)  
 Street Graphics Variance\* (Fee required)  
 Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



July 3, 2013

Urban Design Commission  
City of Madison  
215 Martin Luther King Jr. Blvd

Re: Informational Presentation  
Alterations to Hilldale Shopping Center  
702 North Midvale Boulevard

Dear Urban Design Commission:

WS Development Associates LLC and Hilldale Shopping Center LLC are pleased to submit preliminary plans and renderings for proposed renovations to the Hilldale Shopping Center. WS Development Associates LLC is a privately held developer of retail centers, based in Chestnut Hill, MA, along with its management entity S.R. Weiner & Associates, Inc. WS Development presently owns and manages about 80 properties, located primarily in the New England area. In 2012, Hilldale Shopping Center was added to its portfolio of high-quality destination retail centers. WS Development has spent the past year learning about Hilldale's unique presence in Madison, interacting with existing tenants and neighbors, and hiring a consulting team of designers that includes Eppstein Uhen Architects and Ken Saiki Design (Madison), as well as Arrowstreet (Somerville, MA).

Based on the information gathered, two opportunities for improvement have been identified:

- The existing "Main Street", which runs north-south through Hilldale, is not as successful on the west side, which turns its back to the street, as it is on the east side where retail shops and restaurants open directly to the sidewalk.
- Access to the northwest parking lot is too remote and there is not enough interaction between it and the retail stores.

This project aims to make improvements involving approximately 50,000 SF which will undergo some combination of demolition, remodeling, new construction, and/or significant reconfiguration. It has the following goals:

- Improving the west side of "Main Street" (between Metcalfe's and Macy's) by transforming the 1980's-era enclosed mall side to an open street façade.
- Establishing a pedestrian connection between "Main Street" and the parking lot located northwest of Macy's.
- Create place making to improve the customer experience.
- To reposition the center by reconfiguring the lease area.

Sincerely,

A handwritten signature in blue ink that reads 'Louis C. Masiello'.

Louis C. Masiello  
Vice President of Development for  
S.R. Weiner & Associates, Inc. (Property Manager)  
Hilldale Shopping Center LLC

**WS DEVELOPMENT**

1330 Boylston Street, Chestnut Hill, Massachusetts 02467 • 617.232.8900 • wsdevelopment.com





EXISTING AERIAL PHOTOGRAPH

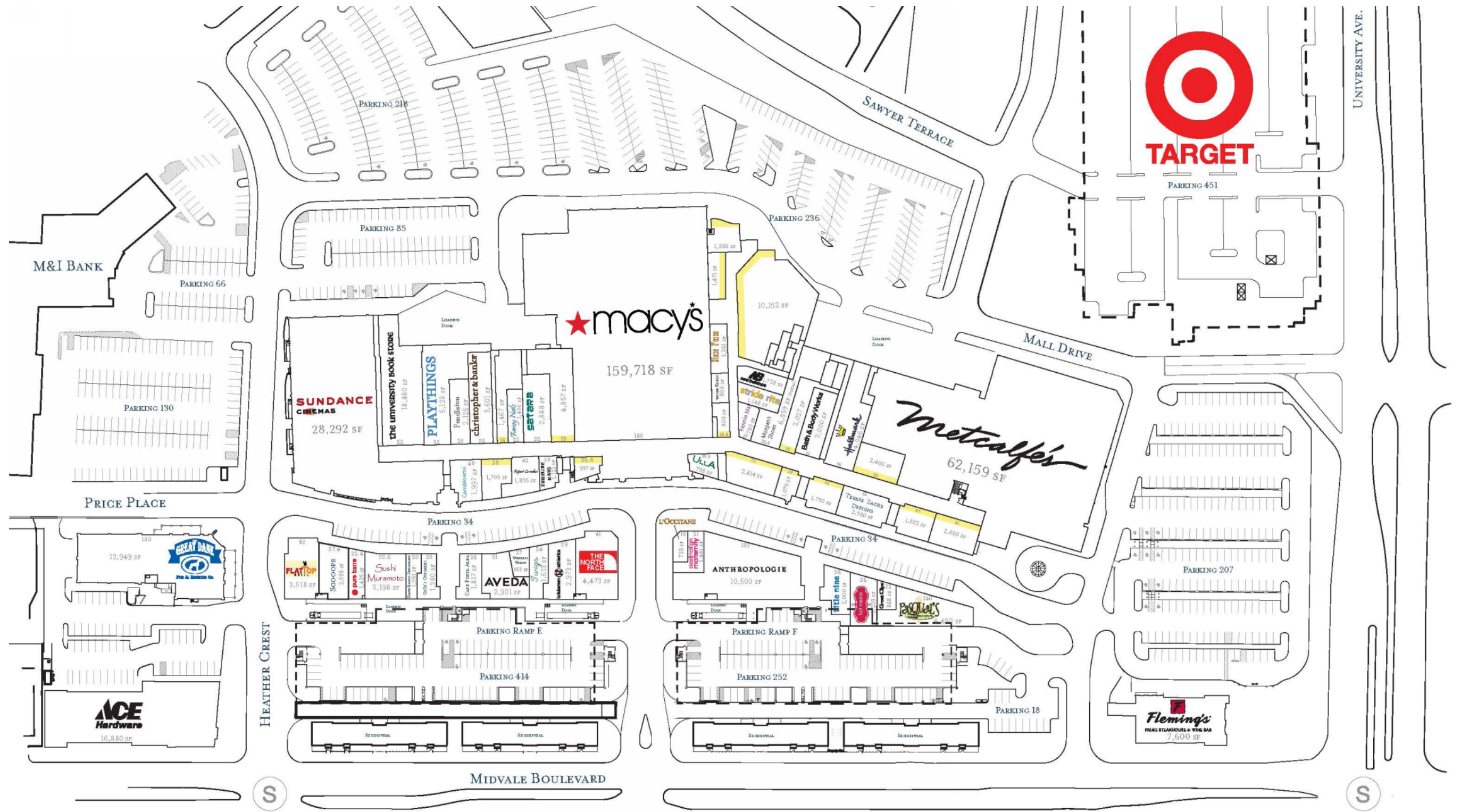


**ARROW STREET**

Architecture  
Urban Design  
Planning  
Graphics and Interiors







EXISTING SITE PLAN DIAGRAM





**PROJECT INFORMATION**



**ISSUANCE AND REVISIONS**

**REVISIONS**

#	DATE	DESCRIPTION

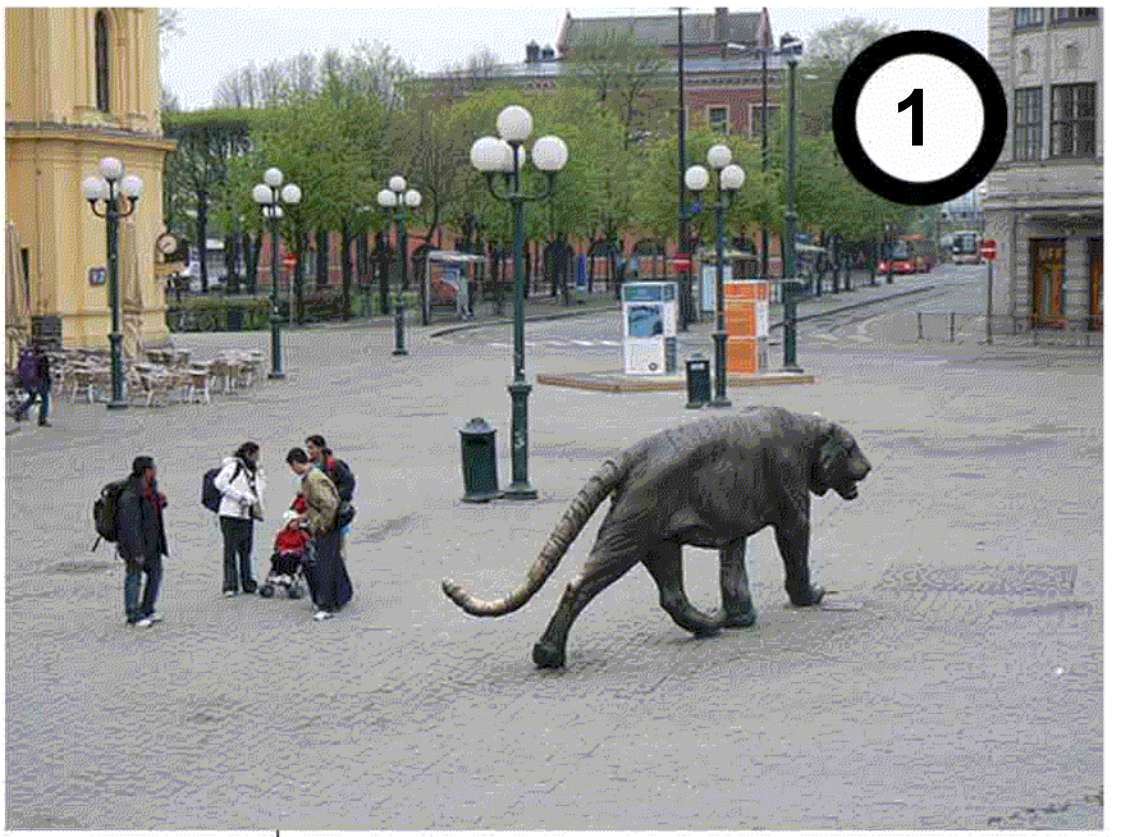
**KEY PLAN**

**SHEET INFORMATION**

**PROGRESS DOCUMENTS**

These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

**PROJECT MANAGER**  
**PROJECT NUMBER**  
**DATE**







**LEGEND**

- Service Space, Renovate Existing
- Tenant Space, Renovate Existing
- Service Space, New
- Tenant Space, New
- Service Space, Demolish and Rebuild Existing
- Tenant Space, Demolish and Rebuild Existing

**eua**

**eppstein uhen : architects**  
 milwaukee 333 East Chicago Street  
 Milwaukee, Wisconsin 53202  
 tel 414 271 5350 fax 414 271 7794  
 madison 222 West Washington Ave. Suite 650  
 Madison, Wisconsin 53703  
 tel 608 442 5350 fax 608 442 6680

**ARROW STREET**  
 Architecture  
 Urban Design  
 Planning  
 Graphics and Interiors  
 212 Elm Street Somerville, MA 02144  
 P 617 423 5555  
 www.ArrowStreet.com

**KEN SAIKI**  
 DESIGN INC  
 ARCHITECTS  
 LANDSCAPE ARCHITECTS  
 303 S. WATERSON  
 SUITE 103  
 MADISON, WI 53703  
 Phone: 608 951-3550  
 Fax: 608 951-2330  
 www.ksa-ia.com

**PROJECT INFORMATION**

**Hilldale Shopping Center Renovation**  
 702 North Midvale Blvd  
 Madison, WI 53705

**HILLDALE**

**WS DEVELOPMENT**  
 1330 BOYLSTON STREET  
 CHESTERFIELD HILL, MA 02047  
 P 617 232 8900

**ISSUANCE AND REVISIONS**

**Bid Package**

**REVISIONS**

#	DATE	DESCRIPTION

**KEY PLAN**

**SHEET INFORMATION**

**PROGRESS DOCUMENTS**  
 These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

PROJECT MANAGER	SS
PROJECT NUMBER	13018-00
DATE	3 JULY 2013

**FIRST FLOOR PLAN**

**A101**

© Eppstein Uhen Architects, Inc.



#	DATE	DESCRIPTION

These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

PROJECT MANAGER	SS
PROJECT NUMBER	13018-00
DATE	3 JULY 2013

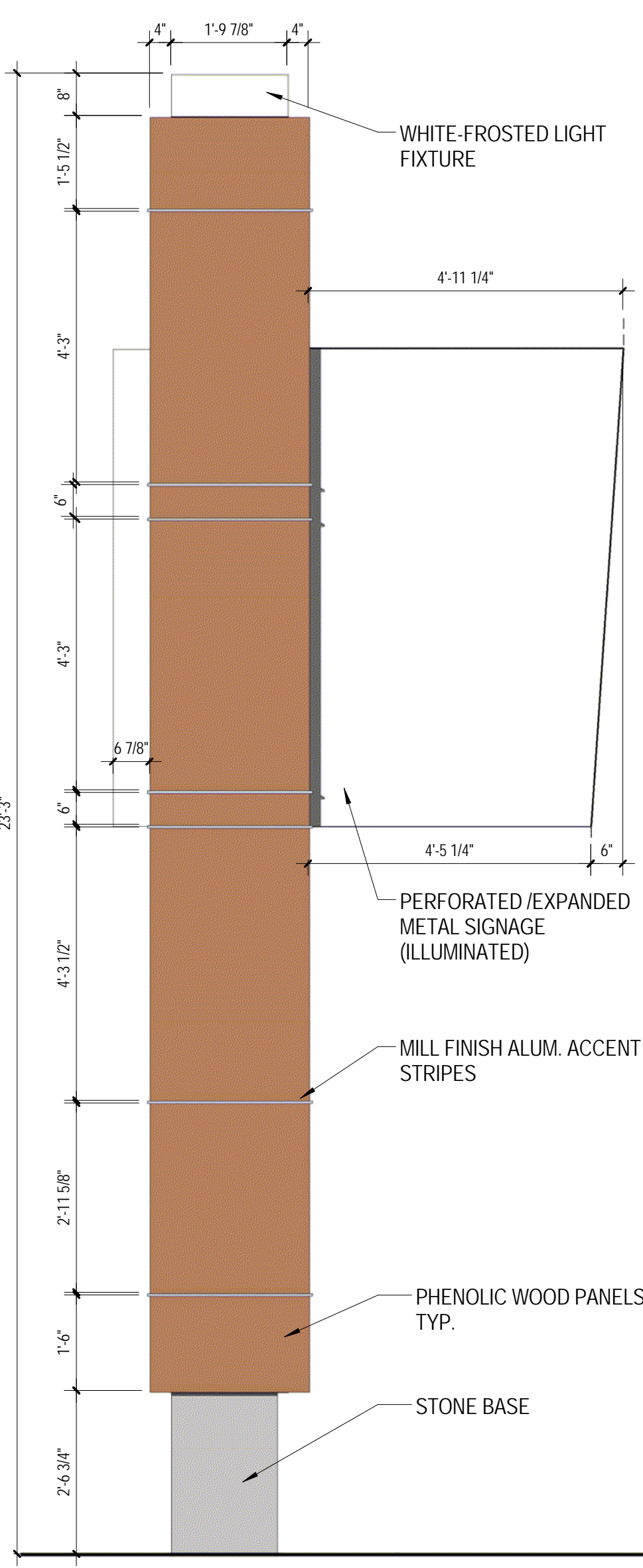
E

D

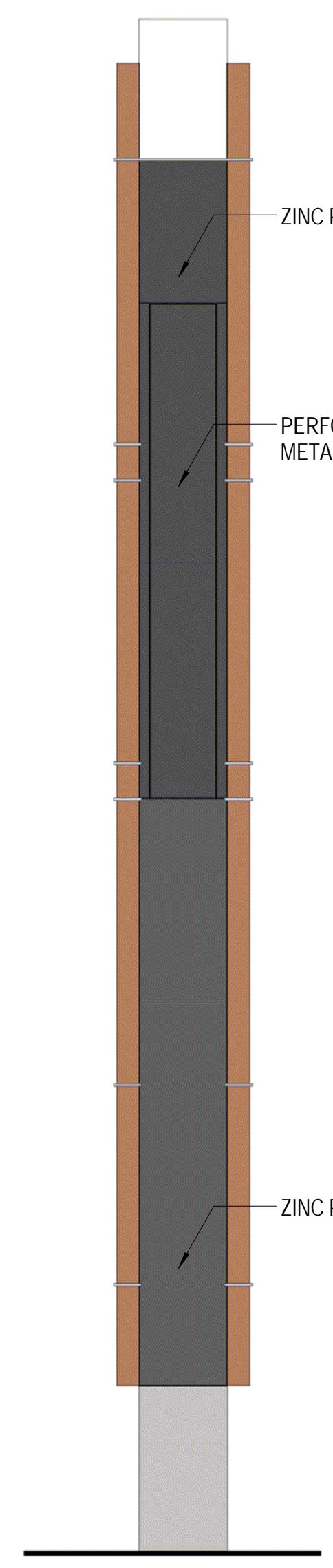
C

B

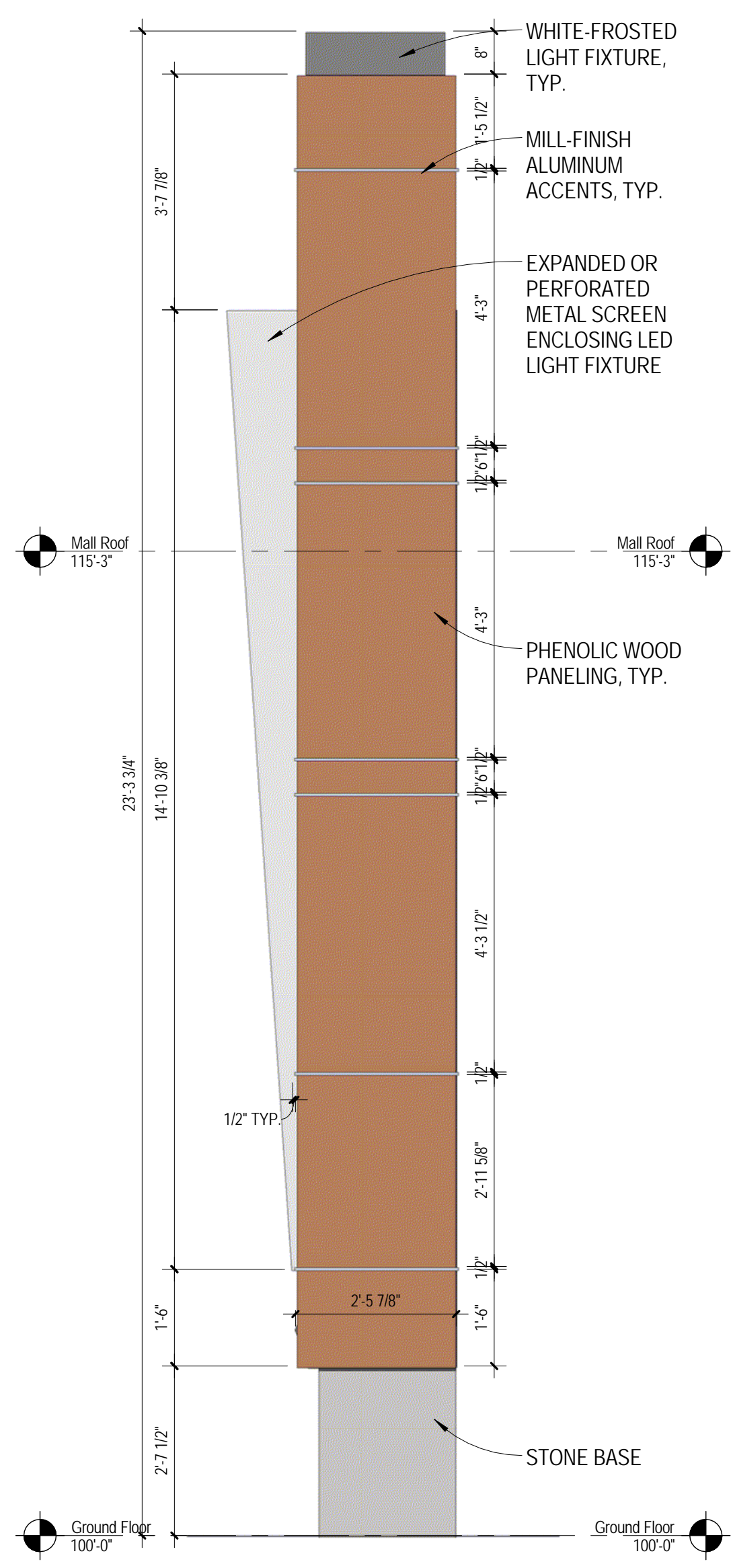
A



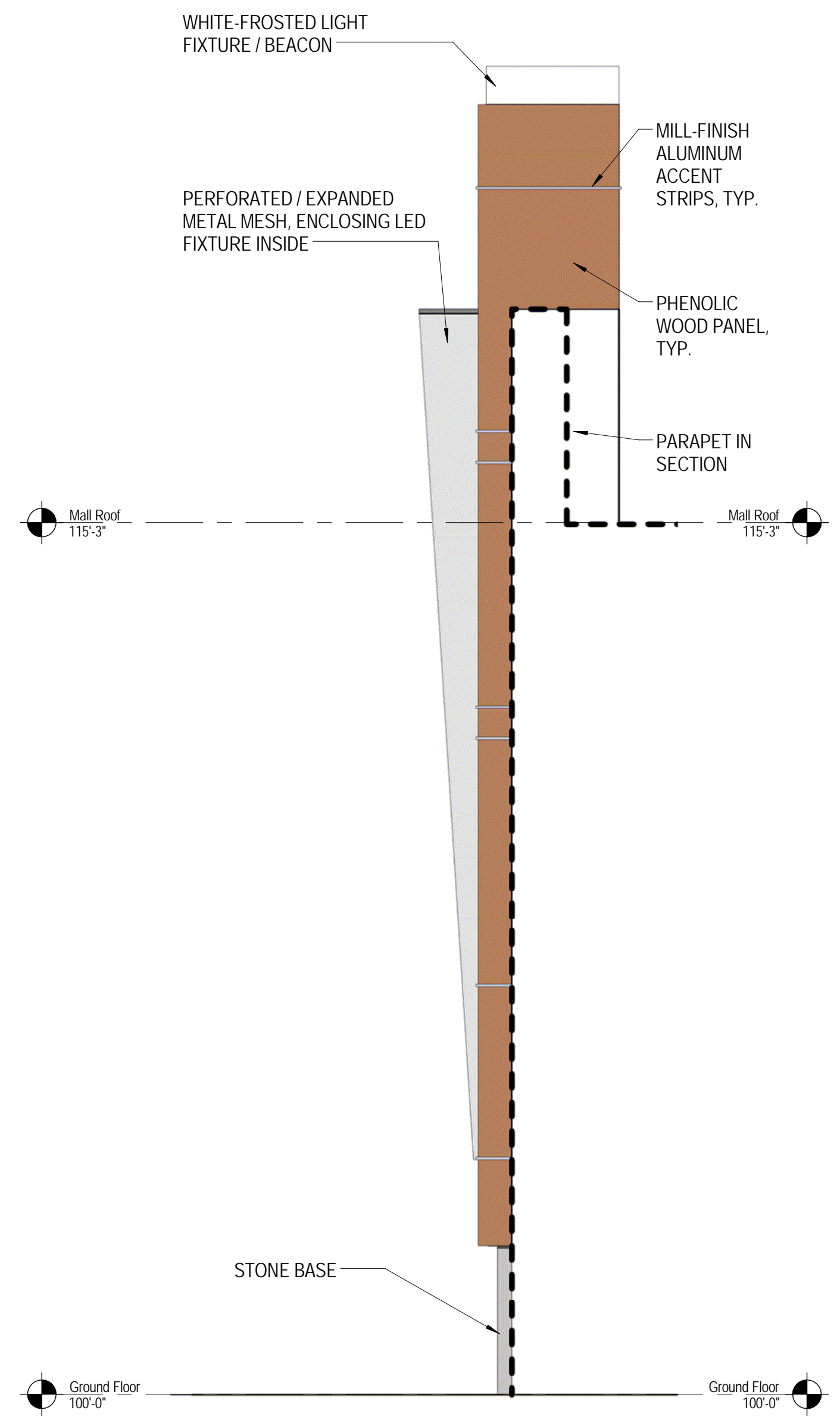
**5** ENLRGD ELEV - SIGNAGE PIER DP4, SIDE  
 1/2" = 1'-0"



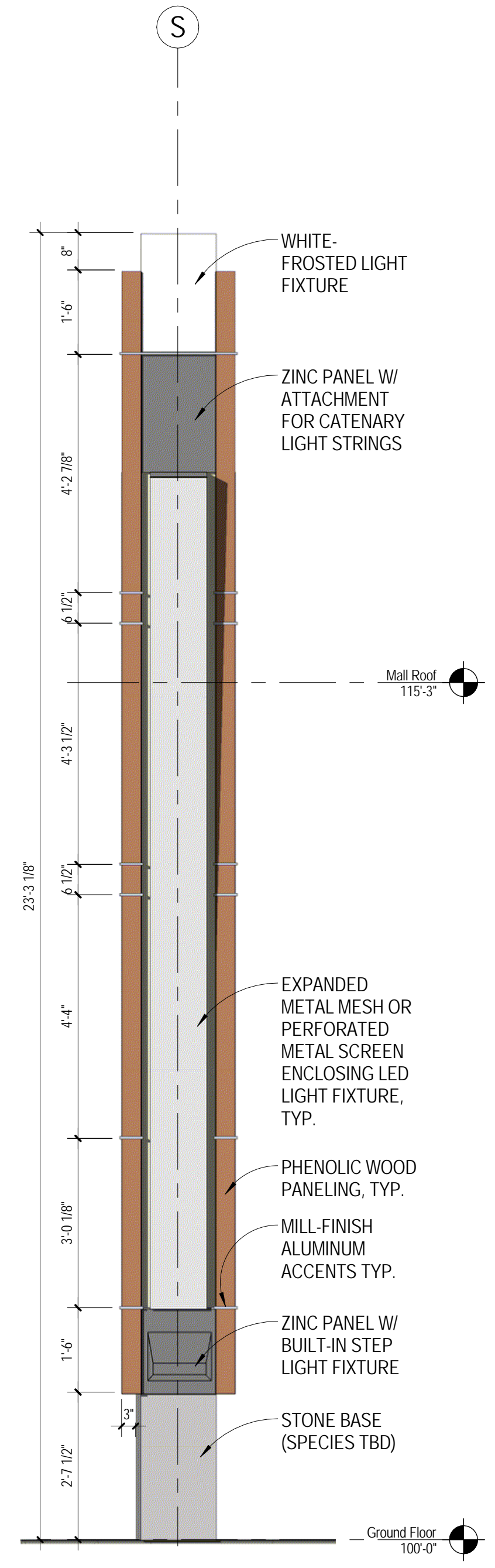
**4** ENLRGD ELEV - SIGNAGE PIER DP4, FRONT  
 1/2" = 1'-0"



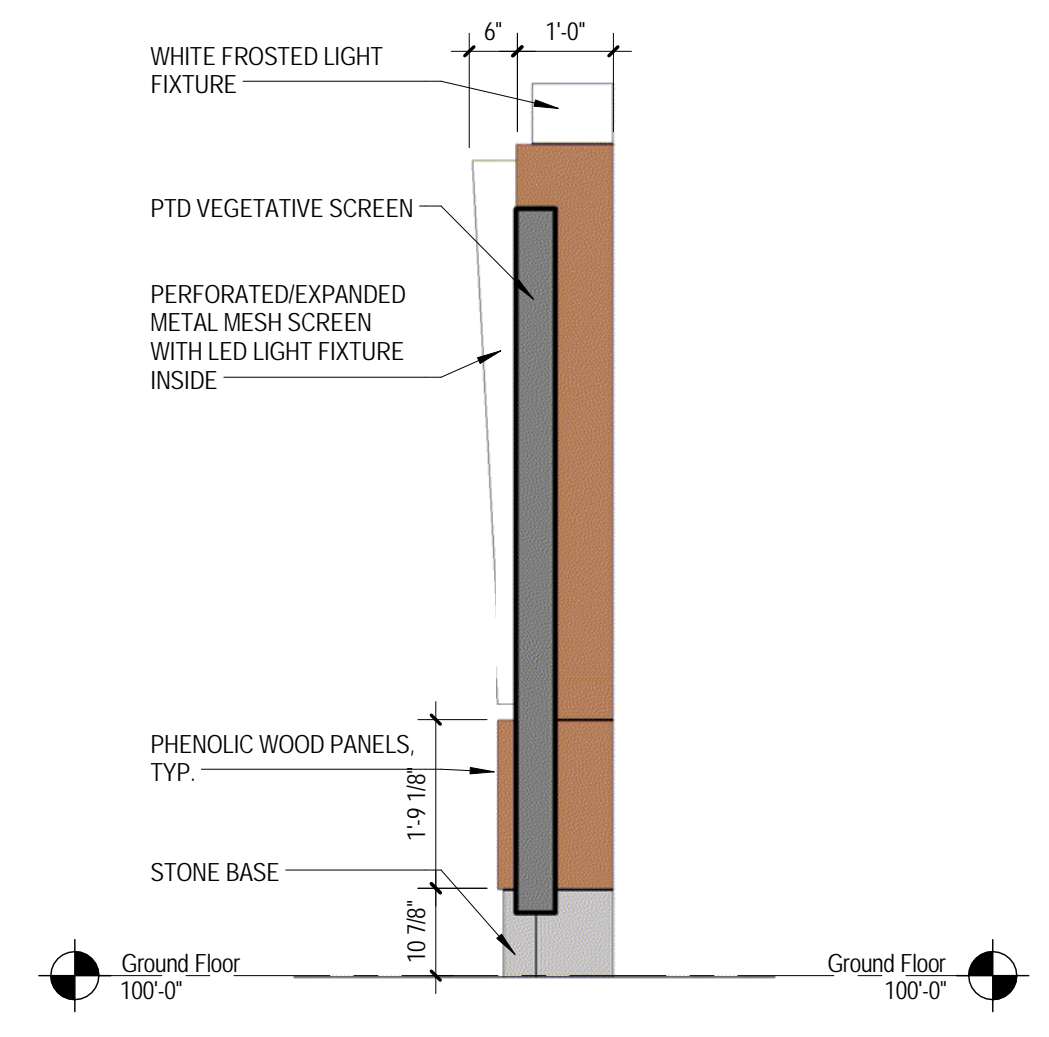
**3** ENLRGD ELEV - TYP PIER DP2, SIDE  
 1/2" = 1'-0"



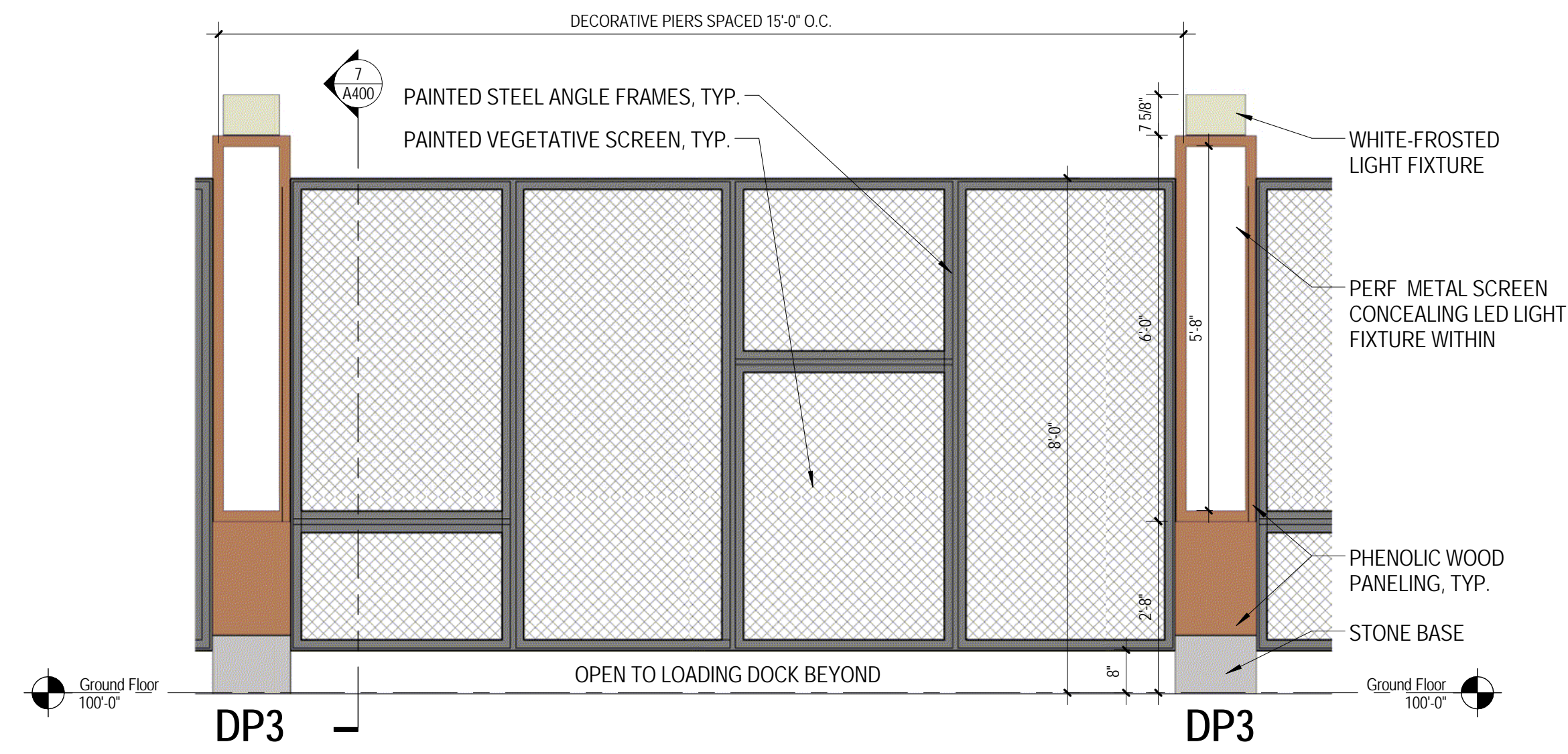
**2** ENLRGD ELEV, TYP PIER DP1, SIDE  
 1/2" = 1'-0"



**1** ENLRGD ELEV, TYP PIER DP1, FRONT  
 1/2" = 1'-0"



**7** ENLRGD ELEV, TYP PIER DP3, SIDE  
 1/2" = 1'-0"



**6** ENLRGD ELEV - TYPICAL LOADING DOCK SCREEN  
 1/2" = 1'-0"

1

2

3

4

5

6

7





VIEW 1: RENOVATED STOREFRONTS AT PRICE PLACE, LOOKING SOUTHWEST TOWARD MACY'S AND ENTRANCE TO NEW SHOPPING CORRIDOR.



**ARROW STREET**  
 Architecture  
 Urban Design  
 Planning  
 Graphics and Interiors







VIEW 2: LOOKING WEST FROM PRICE PLACE TO EAST ENTRANCE OF NEW SHOPPING CORRIDOR (MACY'S ON LEFT).



**ARROW STREET**  
 Architecture  
 Urban Design  
 Planning  
 Graphics and Interiors







VIEW 3: AERIAL VIEW LOOKING WEST FROM PRICE PLACE TO WEST PARKING LOT.



**ARROW STREET**

Architecture  
 Urban Design  
 Planning  
 Graphics and Interiors







VIEW 4: LOOKING SOUTH TOWARD MACY'S, WEST PLAZA/ENTRANCE TO SHOPPING CORRIDOR



**ARROW STREET**  
 Architecture  
 Urban Design  
 Planning  
 Graphics and Interiors







VIEW 5: AT WEST PLAZA/ENTRANCE LOOKING EAST TO SHOPPING CORRIDOR



**ARROW STREET**  
 Architecture  
 Urban Design  
 Planning  
 Graphics and Interiors







VIEW 6: LOOKING WEST INSIDE NEW SHOPPING CORRIDOR