

## AGENDA # 3

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> December 15, 2021
TITLE: 702 N. Midvale Boulevard & 401 N. Segoe Road - Planned Development (PD), Hilldale Shopping Center Phase 3 Located in Urban Design District (UDD) No. 6. 11th Ald. Dist. (67176)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Kevin Firchow, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: December 15, 2021	<b>ID NUMBER:</b>

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Members present were: Cliff Goodhart\*, Chair; Tom DeChant, Lois Braun-Oddo, Craig Weisensel, Christian Harper, Rafeeq Asad, and Jessica Klehr.

\*Goodhart recused himself on this item. Weisensel acted as Chair.

### **SUMMARY:**

At its meeting of December 15, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Development (PD) for Phase 3 of the Hilldale Shopping Center located at 702 N. Midvale Boulevard and 401 N. Segoe Road. Registered and speaking in support were Chris Boyce and Brian Munson, representing WS Development. Registered in support and available to answer questions were Scott Anderson and Brian Bernstein.

This next phase of growth introduces a more urban plan while maintaining a safe pedestrian environment. The SIP process will offer far more detail. Fitness uses, public concerts and markets all create places for people to gather, with a continued focus on the built form and in-between spaces. Small shop retail will repurpose the theater, with proposed office and residential on the BMO site and Vernon Boulevard. As the team continues to develop the character of the spaces, much of this will come back for further discussion at the SIP level. Plans show articulation all the way around for four-sided architecture, recast from a suburban nature to a more vibrant urban one. They incorporated the informational presentation comments including opportunities to create additional pedestrian paths from Segoe Road with two additional walkways into and through the site. Vehicular circulation comes around the west side of the project. They are trying to find ways for multiple path connections to the Macy's north of the site and expand that for pedestrians. Bike parking and sharing is scattered throughout the project. The Heather Crest cross-section is currently a bus route; an alternative has been worked out with Traffic Engineering for on-street parking, with possible perpendicular parking if the bus stop moves.

The Commission discussed the following:

- Seems like as it's envisioned a lot of parking disappeared. How do you address loss of existing vs. creating new? I'm worried that in an area where a big part is drawing people in from around the City, where are people going to park?
  - We are drastically reducing the parking on this site intentionally to open up the plaza space as an urban environment. We have the parking decks between Price Place and Midvale Boulevard,

we're confident the balance will work for the entire shopping center. In terms of Heather Crest, the perception of proximity to doors matters. We could pick up additional parking with the perpendicular configuration but it's about maximizing distance. Between the users of the mixed-use buildings, the street that connects through here and the existing parking it will be enough. The residential will come with underground parking.

- The multi-family will have its own dedicated parking, not sharing with the mixed-use or office buildings?
  - That is correct. The multi-family will have underground private parking. The surface parking would not be affiliated with the multi-family use. There could be potential for the hotel or office, that building would be using shared parking on the surface lots or directed to the existing ramps.
- If you get a hotel in Building 300, what if the parking does exceed the surface capacity? Is there a thought for ramped parking in any remaining areas on this site?
  - We have, this is Phase 3 of what will not be the last phase. The lot west of Macy's is seen as a future redevelopment site, analyzed in the performance of this site, a ramp could work well there. We're trying to move away from the surface parking model as we redevelop sites.
  - The hotel we're targeting is a smaller one.
- Realizing this is at the PD level, but to enliven this space and speak to pedestrian access, the people in that building could be a big part of the success of that space. The size of those units, if the back of them is going to feel like (facing north) more of a buffer there looking at the back of a mall. Hoping this will be an affordable and equitable kind of place so I'm really curious about that housing, and who could go in there, something for families. That's my concern regarding the housing.
  - We don't want the north face to feel like a back-of-house, we'll be looking at that closely in the SIP stage. And also how this relates to the street.
  - We're still studying the mix of units, somewhere in the range of 100-150, targeting 1 and 2-bedrooms with some 3 and studios. The design study of that north façade is going to be important, as is the south side of the hotel face.
  - Families are a big part of this neighborhood already. I want to put in a plug for room and amenities for families.

### **ACTION:**

On a motion by Braun-Oddo, seconded by DeChant, the Urban Design Commission **GRANTED FINAL APPROVAL** of the General Development Plan portion of the Planned Development (PD). The motion was passed on a unanimous vote of (5-0).