



Project Address: 702 N Midvale Boulevard

Application Type: Planned Development-Specific Implementation Plan (PD-SIP) for Heather Crest (aka Kelab Drive) Streetscape Improvements in Urban Design District (UDD) 6
UDC is an Approving Body and an Advisory Body

Legistar File ID #: [89631](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Brian Munson, Vandewalle & Assoc. | Hilldale Shopping Center, LLC

Project Description: The applicant is requesting approval of a new Specific Implementation Plan for “Phase 3” of Hilldale to allow construction of the private street improvements for Heather Crest Drive/Kelab Drive along the southern edge of Building 100 (former AMC Theater building). This will allow for the remainder of the proposed Building 100 improvements to come to fruition.

If approved, the proposed Specific Implementation Plan would supersede the Specific Implementation Plan approved in May 2023, which included a multi-building development extending south of Heather Crest/Kelab Drive to Vernon Boulevard. The new construction south of Heather Crest/Kelab Drive is not proposed at this time. The remaining portion of the “Phase 3” mixed-use development south of Heather Crest /Kelab Drive would return in the future as a separate application.

Project Schedule:

- The Plan Commission is scheduled to review this proposal on October 6, 2025.
- The Commission Council is scheduled to review this proposal on October 7, 2025.

Approval Standards: The UDC is an **approving body** on this request. The site is located in Urban Design District 6 (“UDD 6”), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in [MGO Section 33.24](#)(13).

The UDC is also an **advisory body** on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in PD Standards for Approval (attached for reference), but including more specifically:

PD Standard g, which generally speaks to the phasing of development, *“The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point”*.

As noted above, the UDC is both an approving body and advisory body on this item. As such, staff recommends that the Commission’s motion should include two parts as noted below:

- The first, as an approving body, i.e., *“Move to grant Initial/Final Approval or refer with the following conditions...”*, and
- The second part, as an advisory body, i.e., *“Move to recommend that the Plan Commission approve/deny/refer the proposed development finding that it is consistent with the PD criteria with the conditions noted herein being addressed...”*

Summary of Design Considerations

Staff note that there are minor changes to the previously approved Heather Crest /Kelab Drive improvements, including:

- Removing three parallel parking stalls nearest the corner of Heather Crest /Kelab Drive and Price Place,
- Relocating bike parking from Heather Crest /Kelab Drive to an internal site location on the east side of Building 100, and
- Reducing vehicular travel lanes from 24 feet to 22 feet, overall the private street section remains as originally approved.

Staff recommend that the UDC review the development proposal and make findings regarding the standards. At this time, staff have not identified areas that appear to be in conflict with the standards or previous approvals.

ATTACHMENT
PD Zoning Statement of Purpose and Standards

28.098 (1) Statement of Purpose.

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.
- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.
- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.
- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.
- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.
- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

28.098(2) Approval Standards for Project

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:
 - 1. Site conditions such as steep topography or other unusual physical features; or
 - 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.
- (b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.
- (c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the

planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

- (d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.
- (e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.
- (f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.
- (g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.
- (h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:
 - 1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
 - 2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
 - 3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
 - 4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.
- (i) When applying the above standards to an application to reduce or eliminate setbacks required by Section 28.071(2)(c) Downtown Setback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate setbacks may be granted unless it finds that all of the following conditions are present:
 - 1. The lot is a corner parcel.
 - 2. The lot is not part of a larger assemblage of properties.
 - 3. The entire lot is vacant or improved with only a surface parking lot.

4. No principal buildings on the lot have been demolished or removed since the effective date of this ordinance.