

URBAN DESIGN COMMISSION APPLICATION**UDC**

City of Madison
 Planning Division
 Madison Municipal Building, Suite 017
 215 Martin Luther King, Jr. Blvd.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635

**FOR OFFICE USE ONLY:**

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

8/25/21
11:24 a.m.**RECEIVED**

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project InformationAddress: 702 North Midvale Boulevard, 401 North Segoe RoadTitle: Hilldale Shopping Center - Phase 3**2. Application Type (check all that apply) and Requested Date**UDC meeting date requested September 22, 2021

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex
- Signage**
 Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)
 Signage Exception
- Other**
 Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name 401 N. Segoe LLC & Hilldale Shopping Center LLC Company 401 N. Segoe LLC & Hilldale Shopping Center LLC

Street address 33 Boylston Street, Suite 3000 City/State/Zip Chestnut Hill, MA 02467

Telephone 617.405.5898 Email chris.boyce@wsdevelopment.com

Project contact person Brian Munson Company Vandewalle & Associates

Street address 120 East Lakeside Street City/State/Zip Madison, WI 53715

Telephone 608.609.4410 Email bmunson@vandewalle.com

Property owner (if not applicant) _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Urban Design Commission Application (continued)**UDC****5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

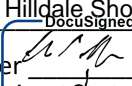
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Tim Parks, Kevin Firchow on June 15, 2021.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant 401 N. Segoe LLC & Hilldale Shopping Center LLC Relationship to property Owner
 Authorizing signature of property owner  Date 8/25/2021
 Louis C. Masiello, Senior Vice President, Asset Strategy & Development; on behalf of WS Asset Management Inc (property manager for applicant)

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

URBAN DESIGN COMMISSION APPROVAL PROCESS



Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



VANDEWALLE & ASSOCIATES INC.

August 25, 2021

Kevin Firchow
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: 702 North Midvale Boulevard, 401 North Segoe Road
Hilldale Shopping Center Phase 3
UDC Informational Submittal

Dear Kevin,

WS Development is please to present this informational submittal for the next phase of redevelopment for the Hilldale Shopping Center. This project is in the early stages of concept development and working to gather input on the overall project framework from UDC, City Staff, and the Hillfarms Neighborhood Association.

The redevelopment of the former BMO building and a portion of the current shopping center offers the opportunity to expand upon the mixed-use shopping center through the incorporation of new residential, office, hotel, & retail uses; set around a new signature public open space. Through the expansion of the PUD zoning this application will create a seamless overall master plan for the southern portion of the site furthering the sustainable redevelopment of the parcel and building upon the framework of Urban Design District 6.

We look forward to working with the UDC on the review and implementation of this project.

Sincerely,

Brian Munson
Principal

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

Applicant:

WS Development
33 Boylston Street
Chestnut Hill, MA 0267
Phone: 617.405.5898
Contact: Chris Boyce
Chris.Boyce@wsdevelopment.com

Design Team:

EUA
209 West Johnson Street
Suite 202
Madison, WI 53703
Phone: 608.442.5350
Contact: Cliff Goodhart
cliff@eua.com

REALM Collaborative
100 E. Broad Street, Suite 1710
Columbus, OH 43215
Phone: 216.647.5888
Contact: Brian Bernstein
bberstein@realmcollaborative.com

Snyder & Associates
5010 Voges Road
Madison, WI 53718
Phone: 608.838.0444 x238
Contact: Scott Anderson
sanderson@snyder-associates.com

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Phone: 608.609.4410
Contact: Brian Munson
bmunson@vandewalle.com

UDD 6 Design Standards

The redevelopment of the suburban style office and large surface parking lot into a mixed use project will advance the goals of creating a vibrant addition to the overall Hilldale Shopping Center and facilitate better integration with the adjoining neighborhood. Detailed standards for building design, signage, lighting, and landscaping will be incorporated into the General Development Plan and subsequent Specific Implementation plans.

HILLDALE PHASE 3

UDC INFORMATIONAL SUBMISSION

WS DEVELOPMENT

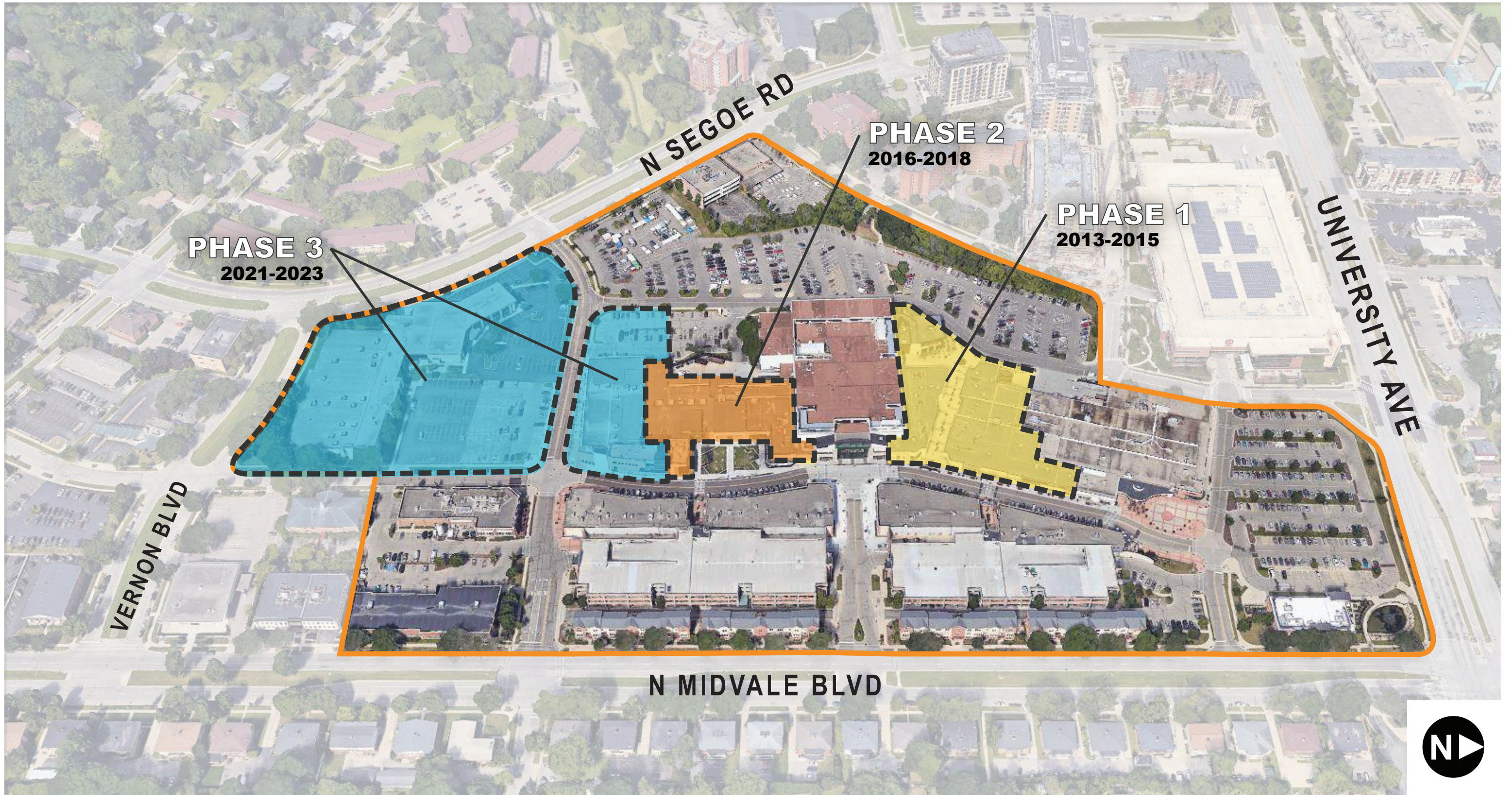
8.25.2021



HILLDALE AERIAL PHOTO CIRCA 1966



LOCATOR MAP



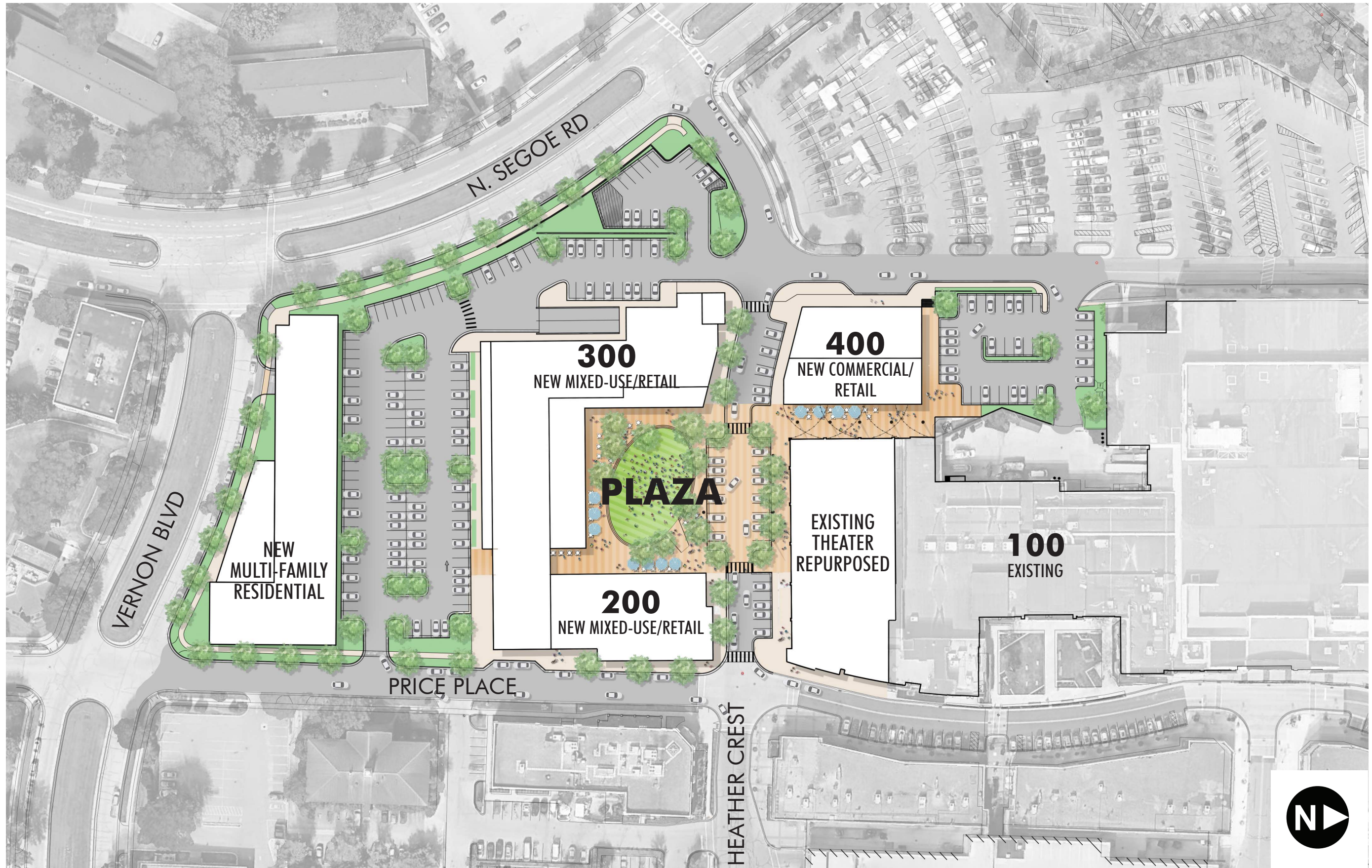
HILLDALE PHASING HISTORY



PHASE 3 SITE - NORTHEAST AERIAL



PHASE 3 SITE - SOUTHEAST AERIAL



PROPOSED SITE PLAN



PRICE PLACE & HEATHER CREST - PHOTO OF EXISTING



PRICE PLACE & HEATHER CREST - NORTHEAST PERSPECTIVE



PLAZA - NORTH PERSPECTIVE



PLAZA - NORTHEAST PERSPECTIVE



PLAZA - NORTHEAST PERSPECTIVE



BUILDING 100 - SOUTHEAST PHOTO OF EXISTING



BUILDING 100 - SOUTHEAST PERSPECTIVE



BUILDING 100 - SOUTHWEST PHOTO OF EXISTING



BUILDING 100 - SOUTHWEST PERSPECTIVE



PRICE PLACE - PHOTO OF EXISTING



HOTEL AT PRICE PLACE - SOUTH PERSPECTIVE



VERNON AND PRICE PLACE - PHOTO OF EXISTING



APARTMENT AT VERNON & PRICE PLACE - NORTH PERSPECTIVE



VERNON AND SEGOE - PHOTO OF EXISTING



APARTMENT AT VERNON AND SEGOE - EAST PERSPECTIVE