## **URBAN DESIGN COMMISSION APPLICATION**



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:		
Date Received	☐ Initial Submittal	
Paid	■ Revised Submittal	

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

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para

sı	accompanying submittal materials are also required to he submitted			Yog tias ntaub nt	acceder a estos formularios, por favor llame al (608) 266-4635.  Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.		
1. P	roject Informatio	on					
	Address (list all addresses on the project site): 702 North Midvale, Title: Hilldale Shopping Center Phase Three			e, and 4	O1 N Segoe Road		
2. A	pplication Type	(check all that	apply) and Requested Da	te			
U	DC meeting date	requested Fe	bruary 1, 2023				
	] New developr	nent 🗆	Alteration to an existing o	or previ	ously-approved development		
V	<b>Í</b> Informational		Initial Approval		Final Approval		
3. P	roject Type						
V	Project in an U	rban Design Dist	trict	Sigr	nage		
	•		District (DC), Urban		Comprehensive Design Review (CDR)		
Г	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			Modifications of Height, Area, and Setback			
_				Sign Exceptions as noted in Sec. 31.043(3), MGO			
	District (EC)	(DD)		Oth	er		
V		elopment (PD) l Development Plan (GDP) : Implementation Plan (SIP)			Please specify		
	,						
	l Planned Multi-	Use Site or Resid	dential Building Complex				
4 Δ	nnlicant Agent	and Property	Owner Information				
	pplicant name		oe & Hilldale Shopping Center	Cor	mpany 401 North Segoe & Hilldale Shopping Center LLC.		
	treet address		reet, Suite 3000	_	//State/Zip Chestnut Hill, MA 02467		
Telephone 617.405.5898  Project contact person Brian Munson  Street address 120 East Lakeside Street Telephone 608.609.4410  Property owner (if not applicant)		617.405.5898			ail chris.boyce@wsdevelopment.com		
		rson Brian Mun	Brian Munson		Company Vandewalle & Associates  City/State/Zip Madison, WI 53715  Email bmunson@vandewalle.com		
		120 East Lakeside Street		-			
	treet address				//State/Zip		
Telephone					ail		

## **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:

- <u>Informational Presentation</u>. A request for an Informational Presentation to the UDC may be requested prior to seeking any
  approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification requests)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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**

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

## **URBAN DESIGN DEVELOPMENT PLANS CHECKLIST**



The items listed below are minimum 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. Informa	tional Presentation				
	Locator Map			Requirements for	or All Plan Sheets
	Letter of Intent (If the project is within			1. Title block	
	an Urban Design District, a summary of how the development proposal addresses			2. Sheet num	ber
	the district criteria is required)	Providing		3. North arro	w
	Contextual site information, including	information beyond these minimums may generate		written and graphic	
	photographs and layout of adjacent	a greater l	evel of feedback	5. Date	
	buildings/structures Site Plan	from the C	Commission.	at 1"= 40'	nsioned plans, scaled or larger
	Two-dimensional (2D) images of				t be legible, including
	proposed buildings or structures.			the full-sized lar	ndscape and lighting )
2. Initial A <sub>l</sub>	pproval			, () ,	,
	Locator Map			``	
	Letter of Intent (If the project is within a Ur	ban Design [	District, a summar	v of how the	Providing
	development proposal addresses the district			· —	additional
	Contextual site information, including photograp	-			information
	bike parking, and existing trees over 18" diameter minimums may			minimums may	
	Landscape Plan and Plant List (must be legible	<u>?</u> )			generate a greater level of
	Building Elevations in <b>both</b> black & white and and color callouts	color for all b	uilding sides, inclu	iding material	feedback from the Commission.
3. Final Ap	proval				
All the re	equirements of the Initial Approval (see above	), <u>plus</u> :			
	Grading Plan				
	Lighting Plan, including fixture cut sheets and	photometric	s plan (must be le	gible)	
	Utility/HVAC equipment location and screening	ng details (wi	th a rooftop plan i	f roof-mounted)	
	Site Plan showing site amenities, fencing, tras	h, bike parkir	ng, etc. (if applicat	ole)	
	PD text and Letter of Intent (if applicable)				
	Samples of the exterior building materials				
	Proposed sign areas and types (if applicable)				
4. Signage	Approval (Comprehensive Design Review (CD	R), Sign Mod	ifications, and Sig	n Exceptions (pe	r <u>Sec. 31.043(3)</u> )
	Locator Map				
	Letter of Intent (a summary of <u>how</u> the proposed s				•
	Contextual site information, including photo project site	graphs of exi	sting signage bot	h on site and wi	thin proximity to the
	Site Plan showing the location of existing sign driveways, and right-of-ways	age and prop	osed signage, dim	ensioned signage	e setbacks, sidewalks,
	Proposed signage graphics (fully dimensioned	l, scaled draw	rings, including ma	aterials and color	s, and night view)
	Perspective renderings (emphasis on pedestr			•	
	Illustration of the proposed signage that mee		•		ested
	Graphic of the proposed signage as it relates	to what the C	<u>ch. 31, MGO</u> would	d permit	

Uı	rban D	Design Commission Application (continued)	UDO
		red Submittal Materials	
		<ul> <li>Application Form</li> <li>A completed application form is required for <u>each</u> UDC appearance. For projects also requiring Plan Commission ap applicants must also have submitted an accepted application for Plan Commission consideration prior to obtain formal action (Initial or Final Approval) from the UDC.</li> </ul>	
	_	<ul> <li>etter of Intent</li> <li>If the project is within an Urban Design District, a summary of how the development proposal addresses the criteria is required.</li> <li>For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Review (CDR) or Signage Modification review criteria is required.</li> </ul>	
		Development Plans (Refer to checklist on Page 4 for plan details)	
	□F	iling Fee (Refer to Section 7 (below) for a list of application fees by request type)	

#### Division at (608) 266-4635 for assistance. □ 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.

 Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email

• Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning

#### 6. Applicant Declarations

☐ Electronic Submittal

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff.1. on October 13, 2022 This application was discussed with DAT
- 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 North Segoe & Hilldale Shopping Center Relationship to property Owner DocuSigned by:
[Hilldale Shopping Center LLC] 1.17.2023 Authorizing signature of property owner - 8755330CAD8A43B Asset Management, Inc. Its: Senior Vice President, Asset Strategy & Development

#### 7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to City Treasurer, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

must include the project address, project name, and applicant name.

Urban Design Districts: \$350 (per §33.24(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 Sign Modifications (of 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



January 24, 2023

Jessica Vaughn
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 Jessica,

WS Development is please to present this informational SIP submittal for the 200, 300, and 500 buildings within Phase Three of the Hilldale Shopping Center. 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, & retail uses; set around a new signature public open space.

Building 200:

1 story retail building 16,540 square feet of retail

Building 300:

1-3 story mixed use building 52,500 square feet of first floor retail and upper story retail/office

Building 500:

6 story mixed use building 100 units 102 parking stalls 8,200 square feet retail

Note: Building 100 will be part of a future minor amendment to the existing building and building 400 will be a future submittal.

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

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

Sincerely,

Brian Munson Principal

01/24/23 Page 2 of 3

#### **Applicant:**

401 North Segoe & Hilldale Shopping Center, LLC.

33 Boylston Street

Chestnut Hill, MA 0267

Phone: 617.405.5898 Contact: Chris Boyce

Chris.Boyce@wsdevelopmet.com

#### **Design Team:**

EUA 209 West Johnson Street Suite 202 Madison, WI 53703

Phone: 608.442.5350

Hacin & Associates 500 Harrison Avenue, Studio 4F Boston, MA 02118

REALM Collaborative 100 E. Broad Street, Suite 1710 Columbus, OH 43215 Phone: 216.647.5888

Snyder & Associates 5010 Voges Road Madison, WI 53718

Vandewalle & Associates 120 East Lakeside Street Madison, WI 53715

#### **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. The proposed SIP detail

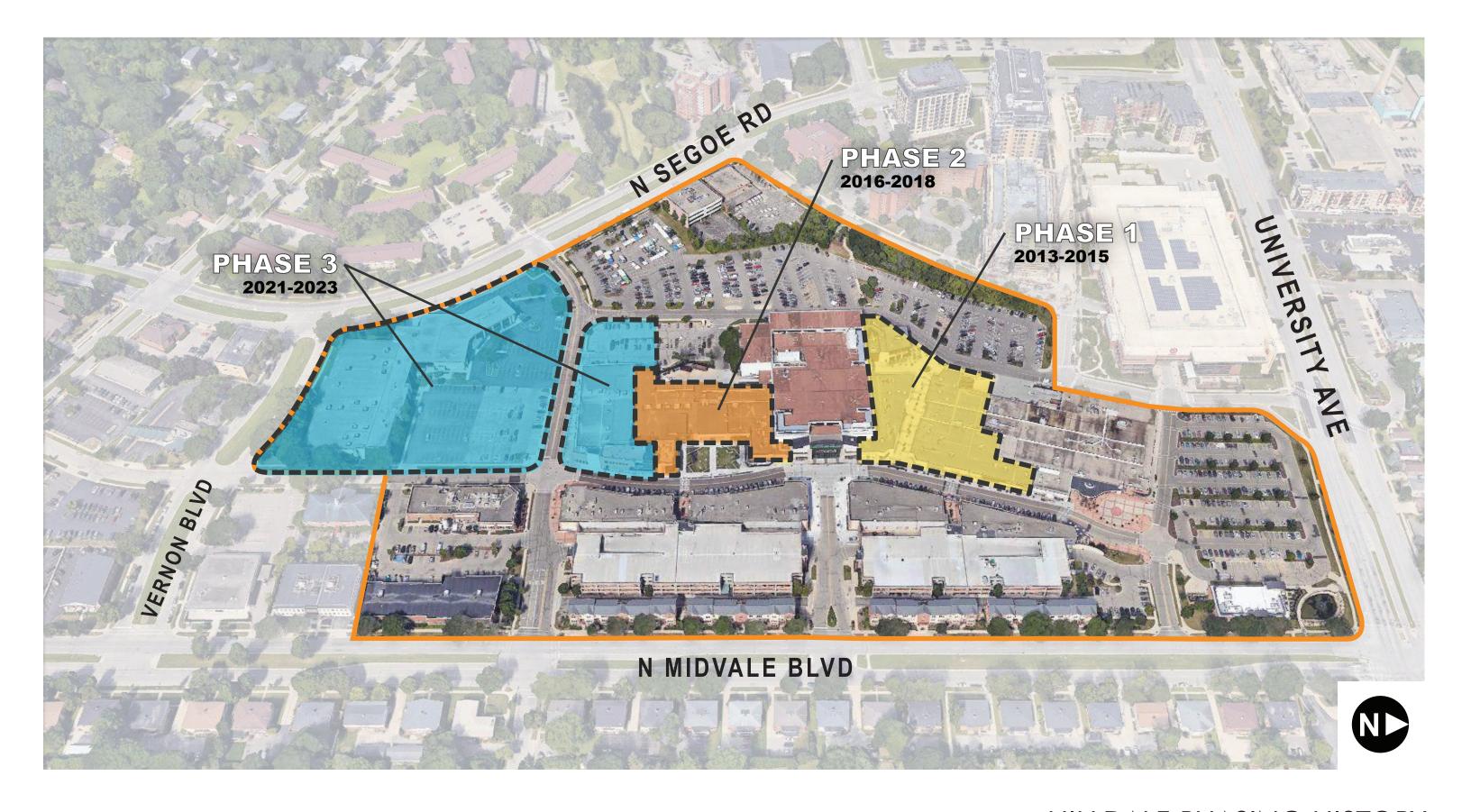
01/24/23 Page 3 of 3



## LOCATOR MAP







# HILLDALE PHASING HISTORY





# **Hilldale Phase 3 Development**

UDC SUBMISSION | 01.17.2023



Site Experience Design & Landscape Architecture

Owner & Developer

## **OVERALL SITE SPACES**

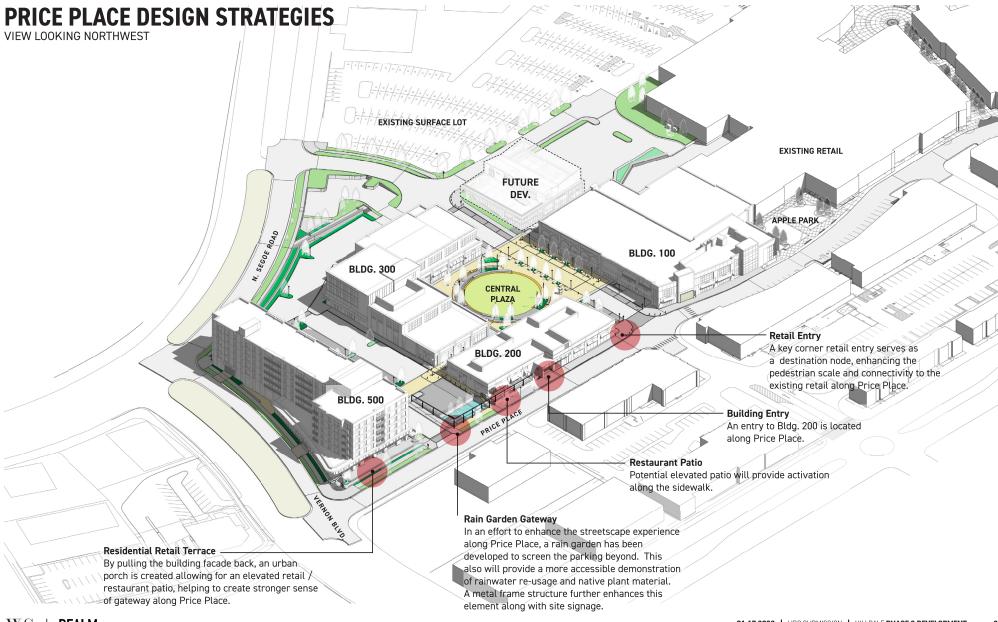
PLACES

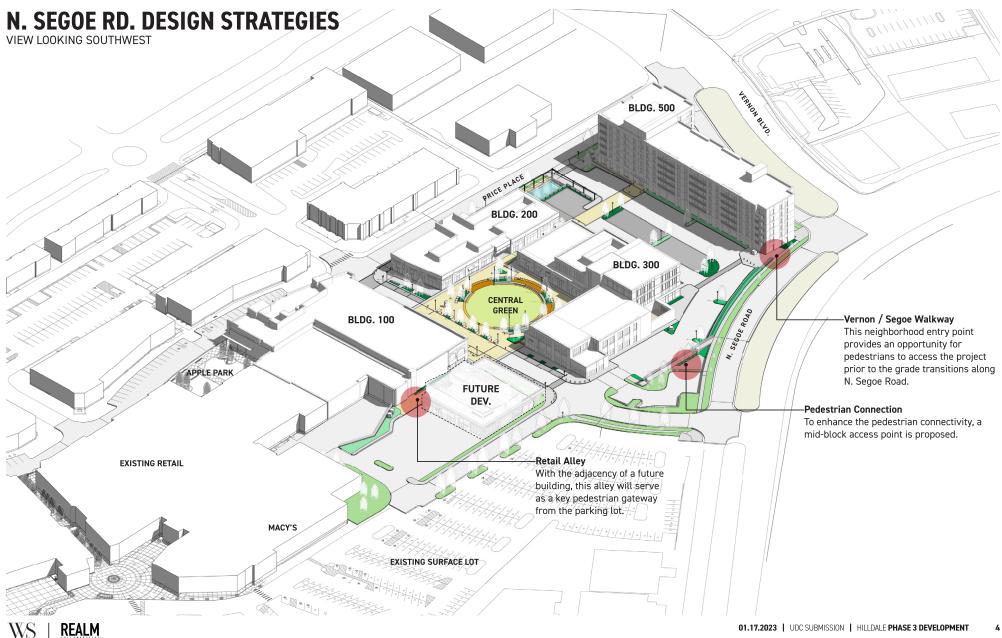
The public realm design considers a thoughtful definition of sub-spaces that are intuitively connected to the larger central gathering plaza, creating a well scaled and experiential pedestrian experience.

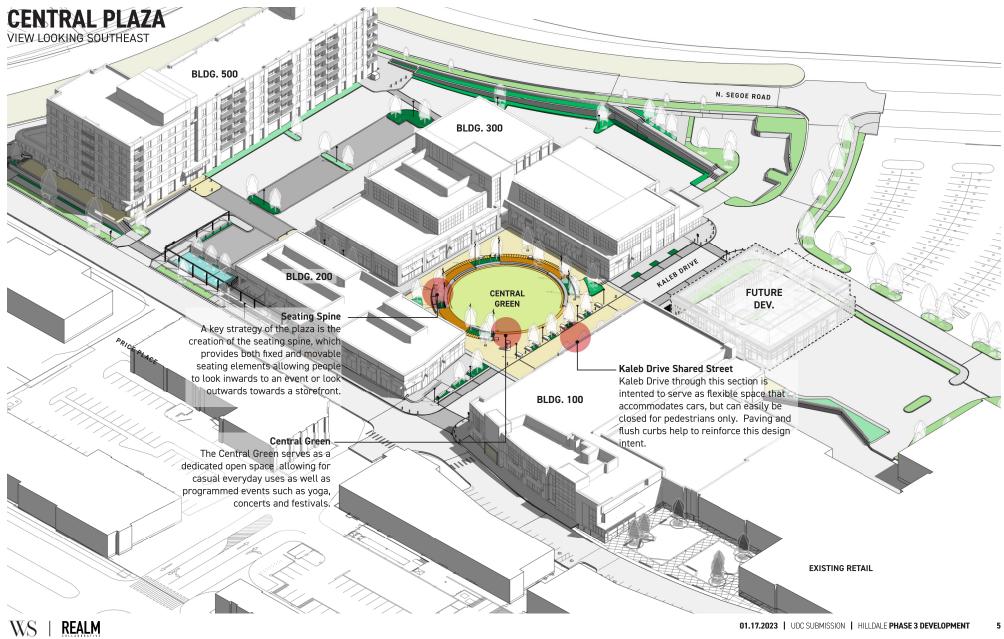
#### **LEGEND**

- CENTRAL LAWN
- 2. KELAB DRIVE
- 3. RETAIL ALLEYS
- PERMEABLE PAVEMENT PARKING / PLAZA
- 5. RAIN GARDEN GATEWAY
- 6. PERMEABLE PAVEMENT PARKING
- 7. RESIDENTIAL BLDG, ENTRIES
- 8. RESIDENTIAL RETAIL TERRACE
- 9. VERNON / SEGOE WALKWAY
- 10. SEGOE WALKWAY CONNECTION

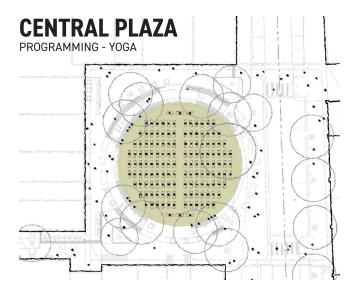








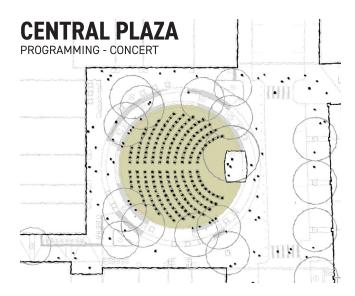




1. YOGA
APPROXIMATELY 150 MATS



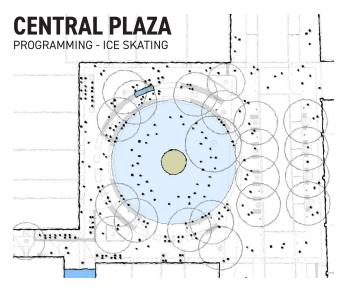




1. CONCERT + MOVIE
APPROXIMATELY 200 SEATS OR 1,800 PEOPLE AT 4SF/PERSON







1. ICE RINK - CIRCLE RINK SIZE IS 7,200 SF





WS | REALM



 $WS \mid \textbf{REALM}$ 

01.17.2023 | UDC SUBMISSION | HILLDALE PHASE 3 DEVELOPMENT









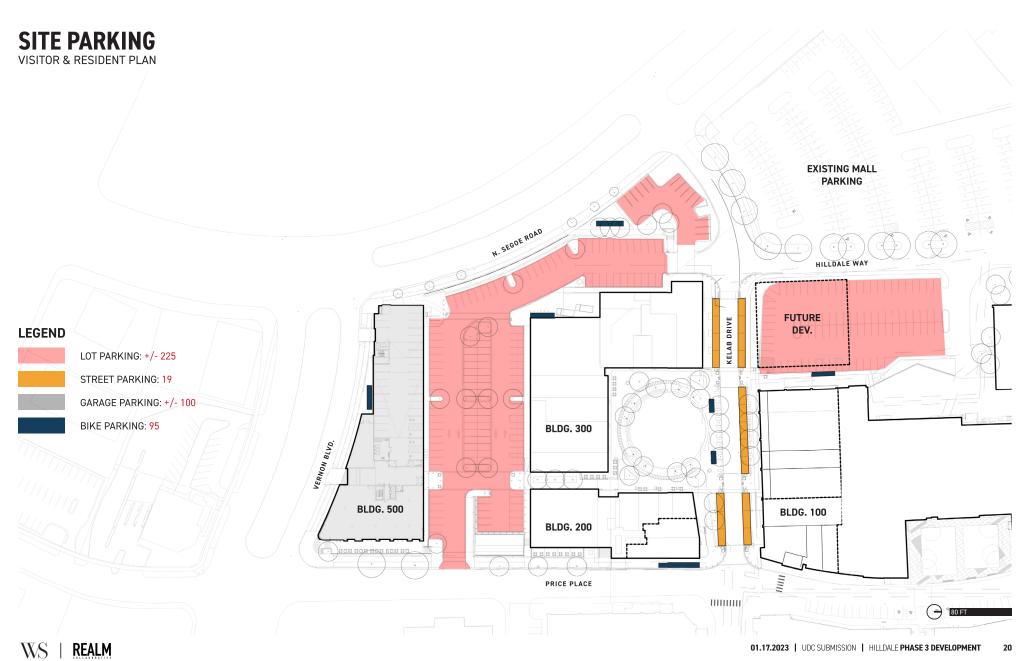


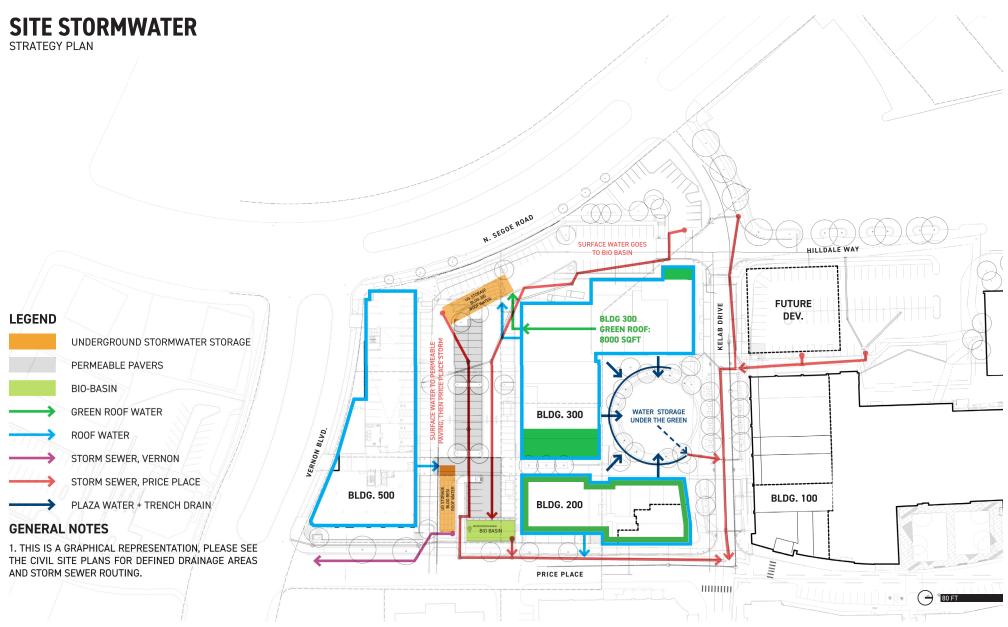


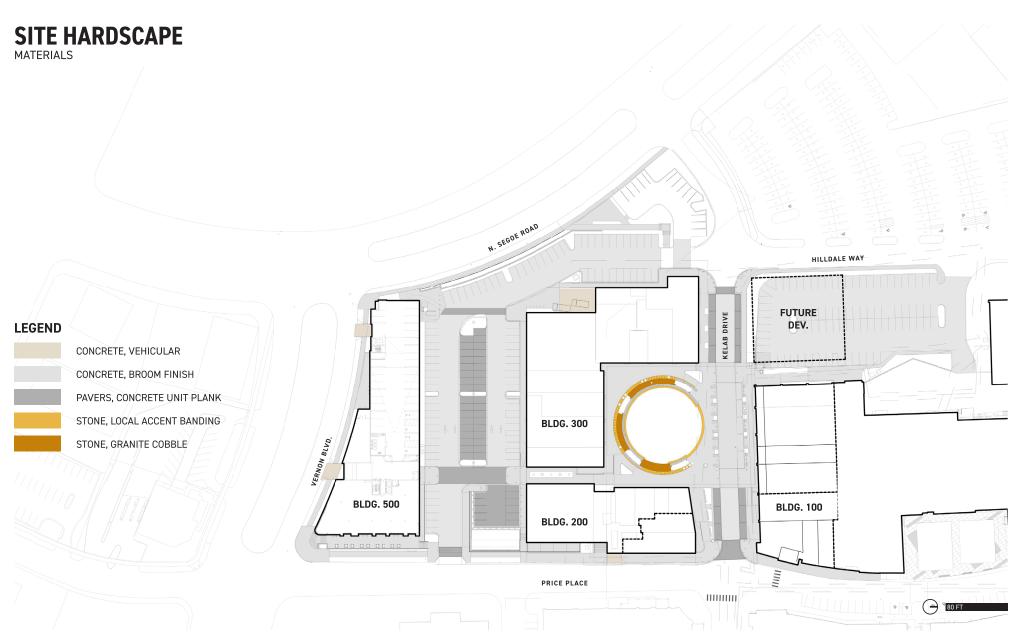


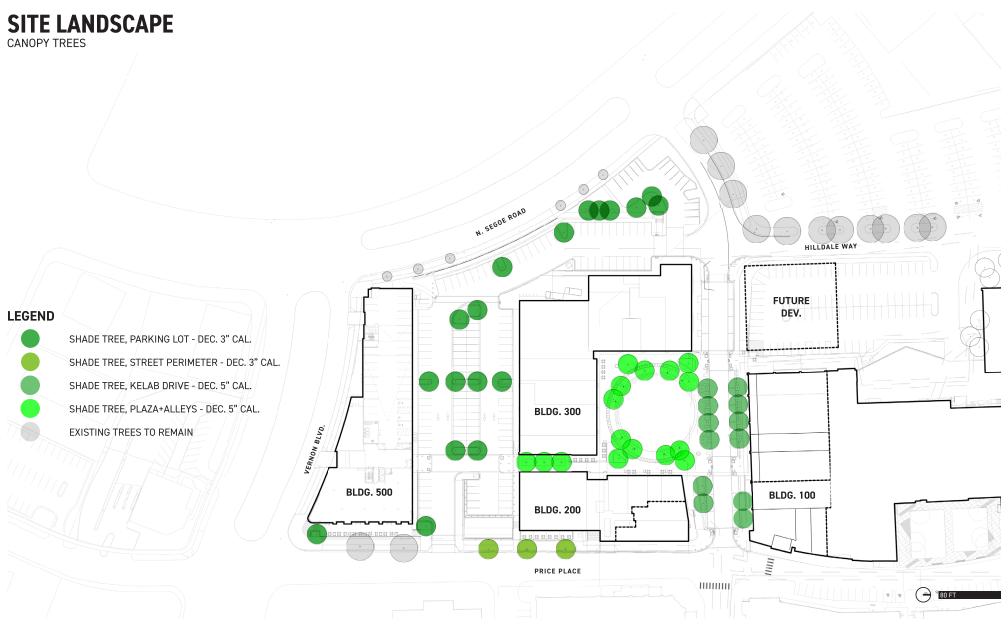


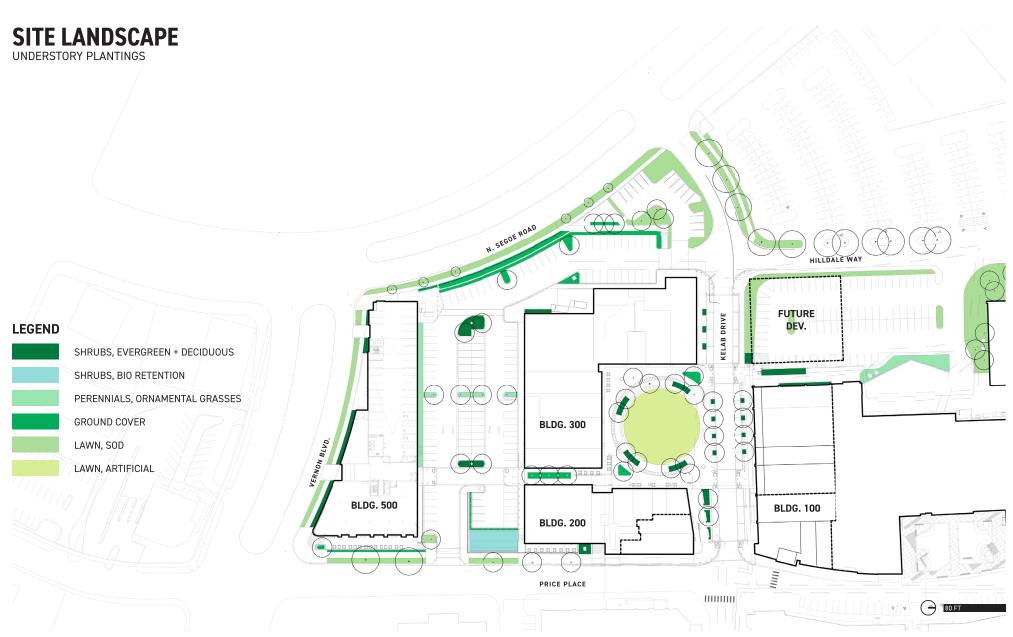


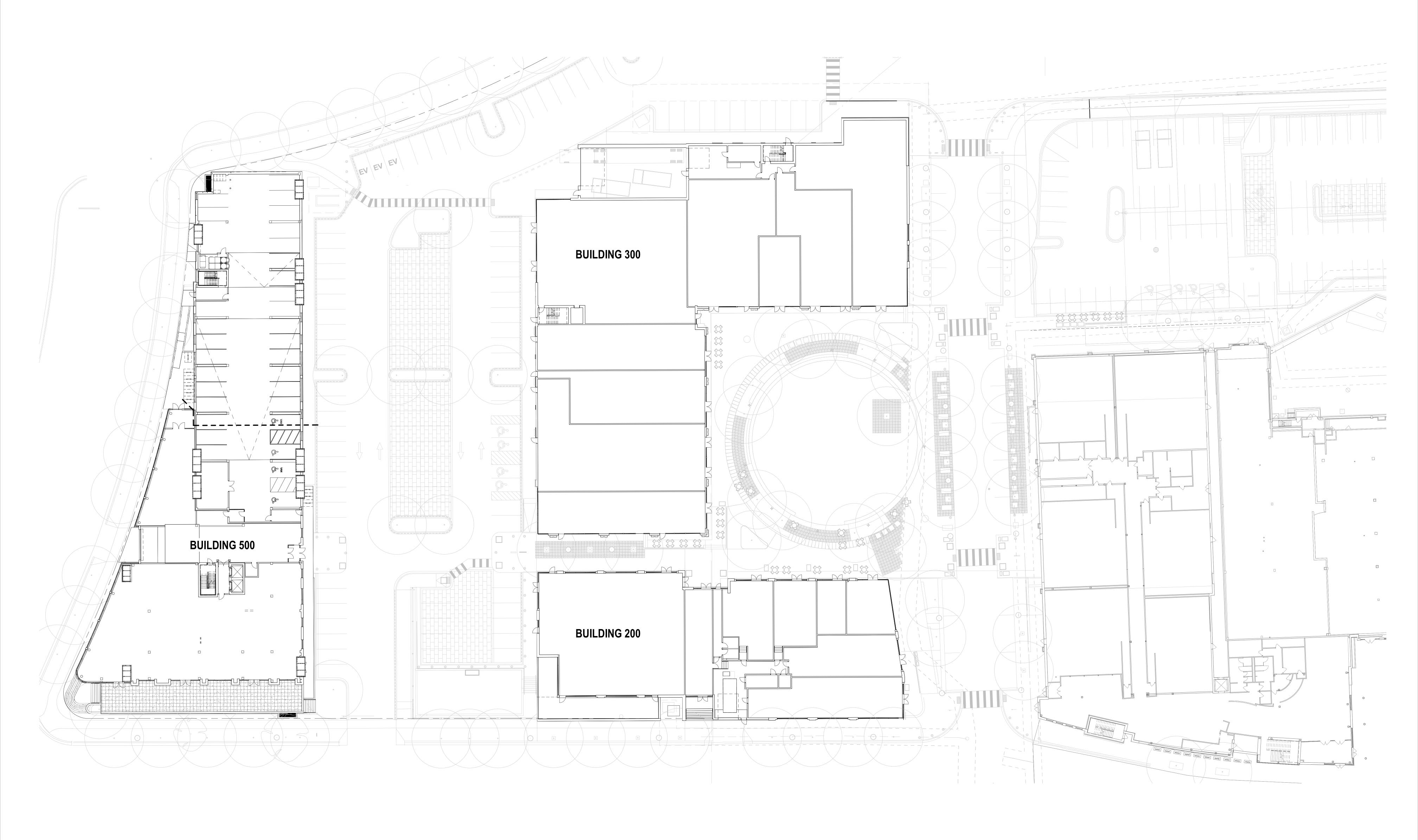






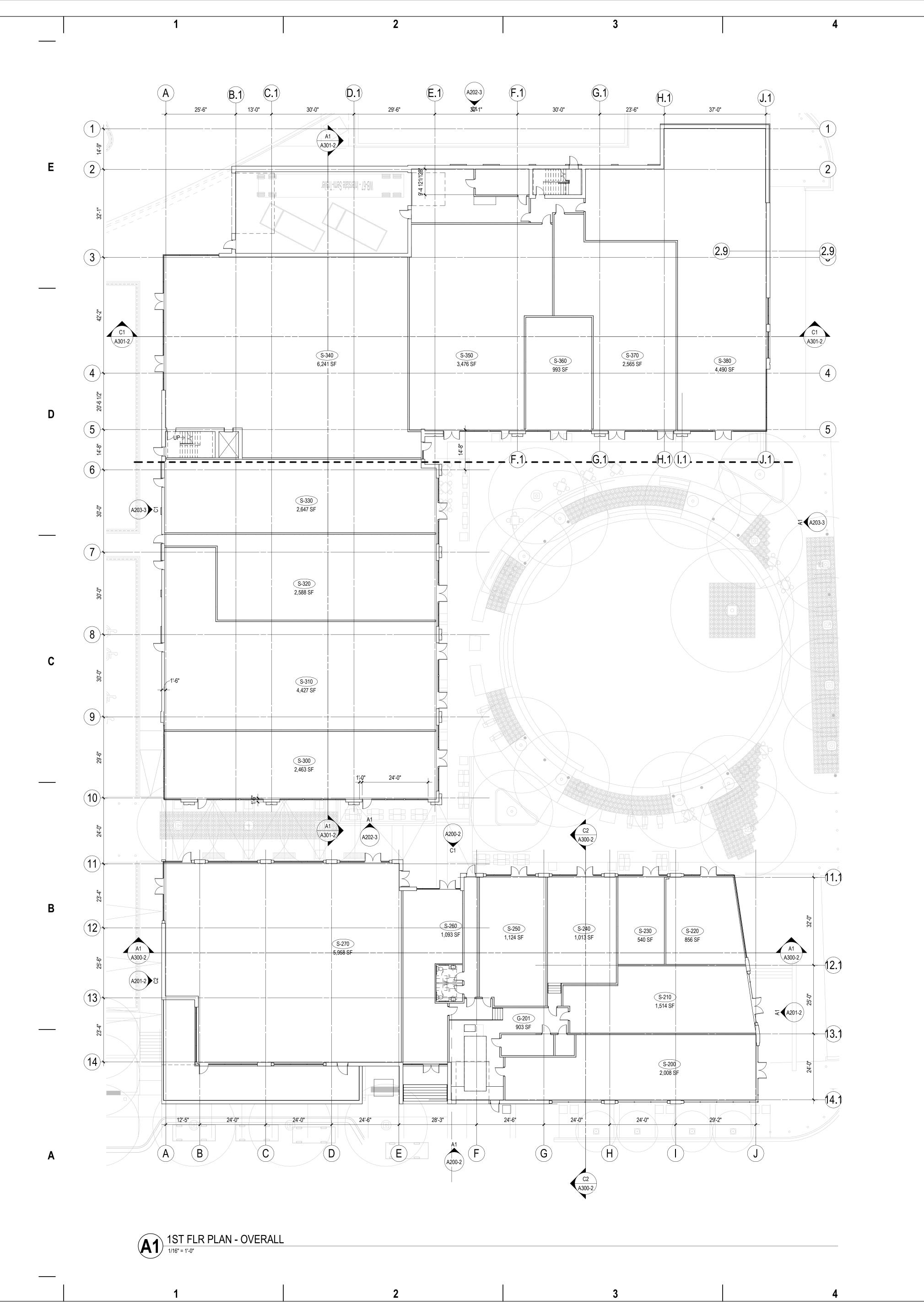






SITE PLAN - GROUND FLOOR





SHEET NOTES - FLOOR PLAN

1. BEFORE BEGINNING WORK, VERIFY THE EXISTENCE AND LOCATION OF PLUMBING, MECHANICAL AND ELECTRICAL SYSTEMS AND OTHER

CONSTRUCTION ASSESSMENT OF THE MODIFY OF PLUMBING ARE DISCOVERED.

PLUMBING, MECHANICAL AND ELECTRICAL SYSTEMS AND OTHER CONSTRUCTION AFFECTING THE WORK. IF DISCREPANCIES ARE DISCOVERED, NOTIFY ARCHITECT PROMPTLY.

ALL DIMENSION STRINGS ARE TO FINISH FACE OF WALL, UNLESS NOTED

OTHERWISE.

3. REFER TO STRUCTURAL DRAWINGS FOR ELEMENTS, INCLUDING BUT NOT LIMITED TO POST TENSION CABLES OR OTHER REINFORCEMENT EMBEDDED IN FLOOR SLABS, PRIOR TO CORING OR CUTTING PENETRATIONS.

FLOOR SLABS, PRIOR TO CORING OR CUTTING PENETRATIONS.

4. REFER TO SHEET A010-2 FOR REFERENCED PARTITION TYPES AND DETAILS.
WALLS NOT TAGGED ON THESE PLANS SHALL BE PARTITION TYPE S6A-S11.

5. ALL WALLS DIRECTLY BEHIND OR ADJACENT TO PLUMBING FIXTURES SHALL RECEIVE MOISTURE- AND MOLD-RESISTANT GYPSUM BOARD, UNLESS NOTED

. LOCATE ALL DOOR JAMBS 4" FROM ADJACENT PERPENDICULAR WALL, UNLESS NOTED OTHERWISE.

PREPARE FLOOR LEVEL AND SMOOTH FOR NEW HARD SURFACE FINISHES. PATCH PENETRATIONS AND ABNORMALITIES IN CONCRETE FLOOR.

PROVIDE BLOCKING AND FRAMING AS INDICATED AND AS REQUIRED TO SUPPORT FACING MATERIALS, FIXTURES, SPECIALTY ITEMS, MILLWORK AND

# **euc**

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# **KEYNOTES PER SHEET**

PROJECT INFORMATION

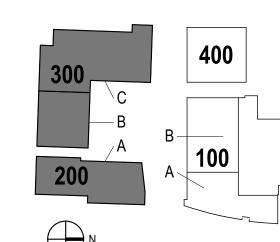
Hilldale - Phase 3 -Buildings 200 and 300

D 702 N. Midvale Blvd. Madison, WI 53705

ISSUANCE AND REVISIONS

DATE	DESCRIPTION
09/27/2022	SCHEMATIC DESIGN
10/18/2022	SCHEMATIC DESIGN REVISIONS

KEY PLAN



В

SHEET INFORMATION

PROGRESS DOCUMENTS
NOT FOR CONSTRUCTION

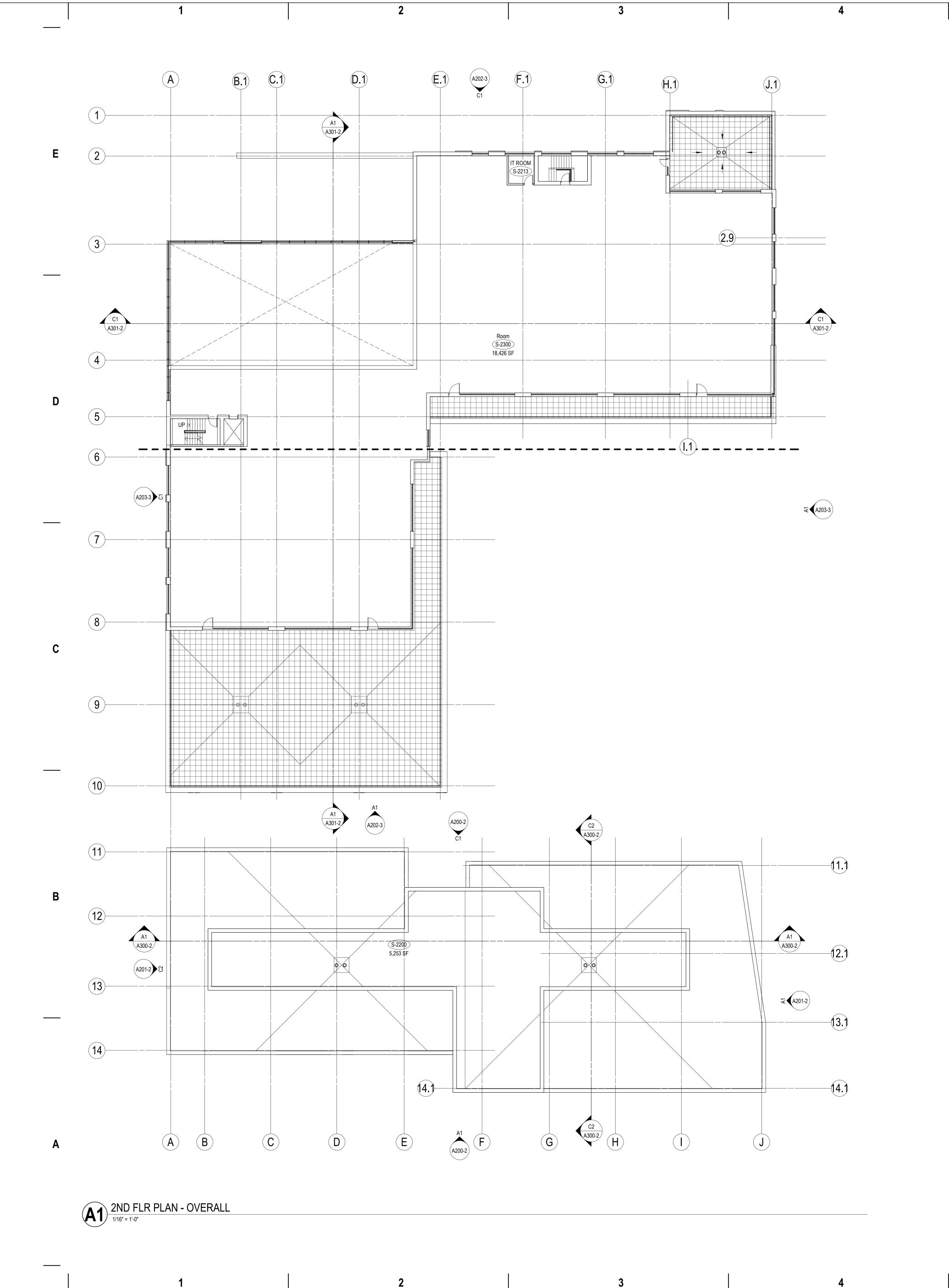
These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and shall not be used for final bidding or construction-related purposes.

PROJECT MANAGER
PROJECT NUMBER 71949

1ST FLR PLAN -OVERALL

A101-2

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SHEET NOTES - FLOOR PLAN

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PROJECT INFORMATION

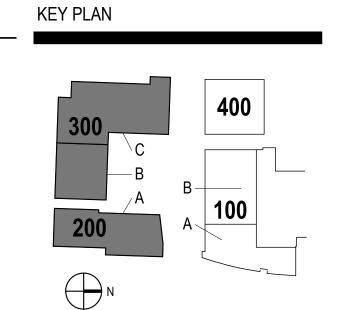
Hilldale - Phase 3 -Buildings 200 and 300

**KEYNOTES PER SHEET** 

702 N. Midvale Blvd. Madison, WI 53705

ISSUANCE AND REVISIONS

DATE	DESCRIPTION
09/27/2022	SCHEMATIC DESIGN
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SHEET INFORMATION

PROGRESS DOCUMENTS
NOT FOR CONSTRUCTION

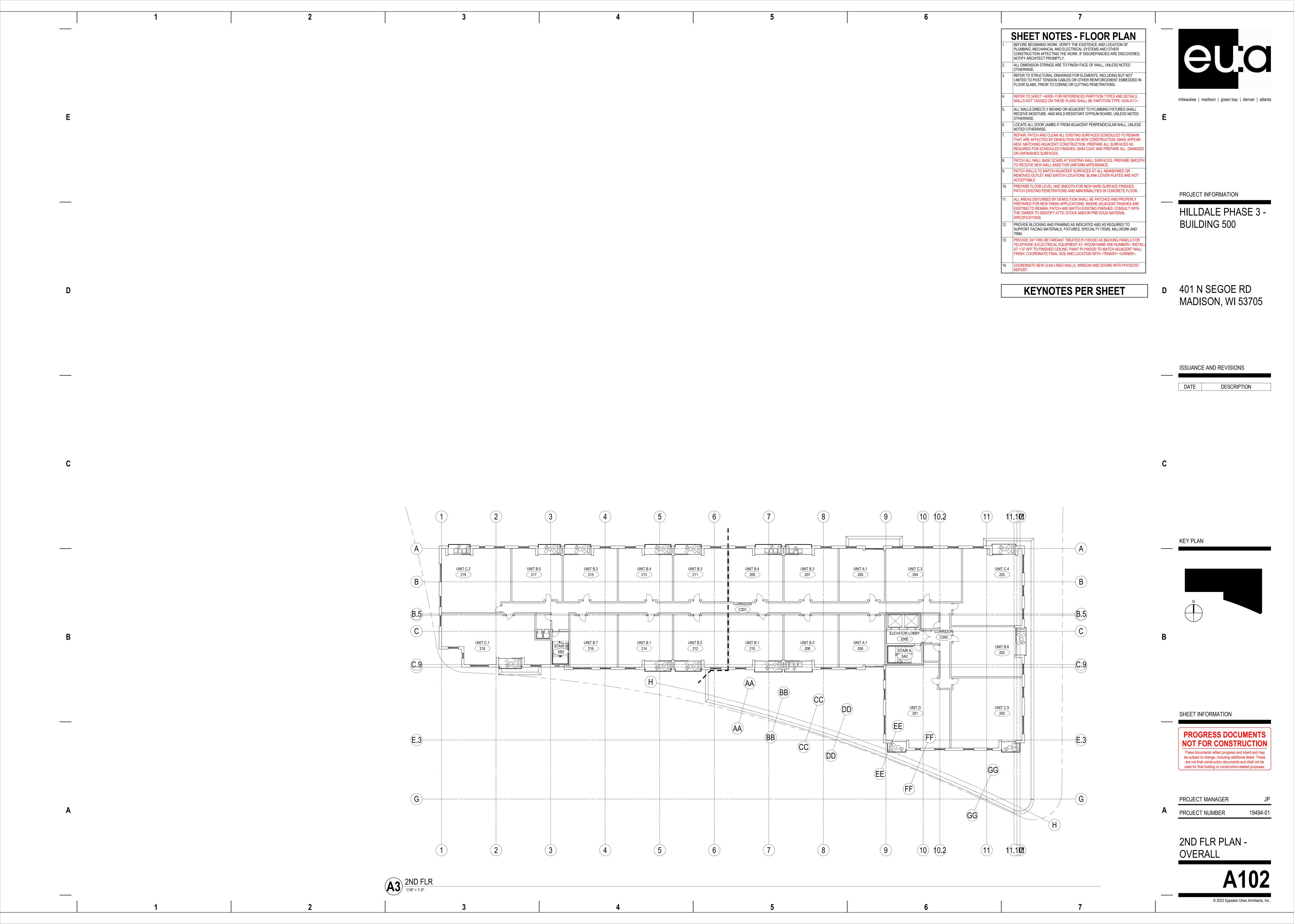
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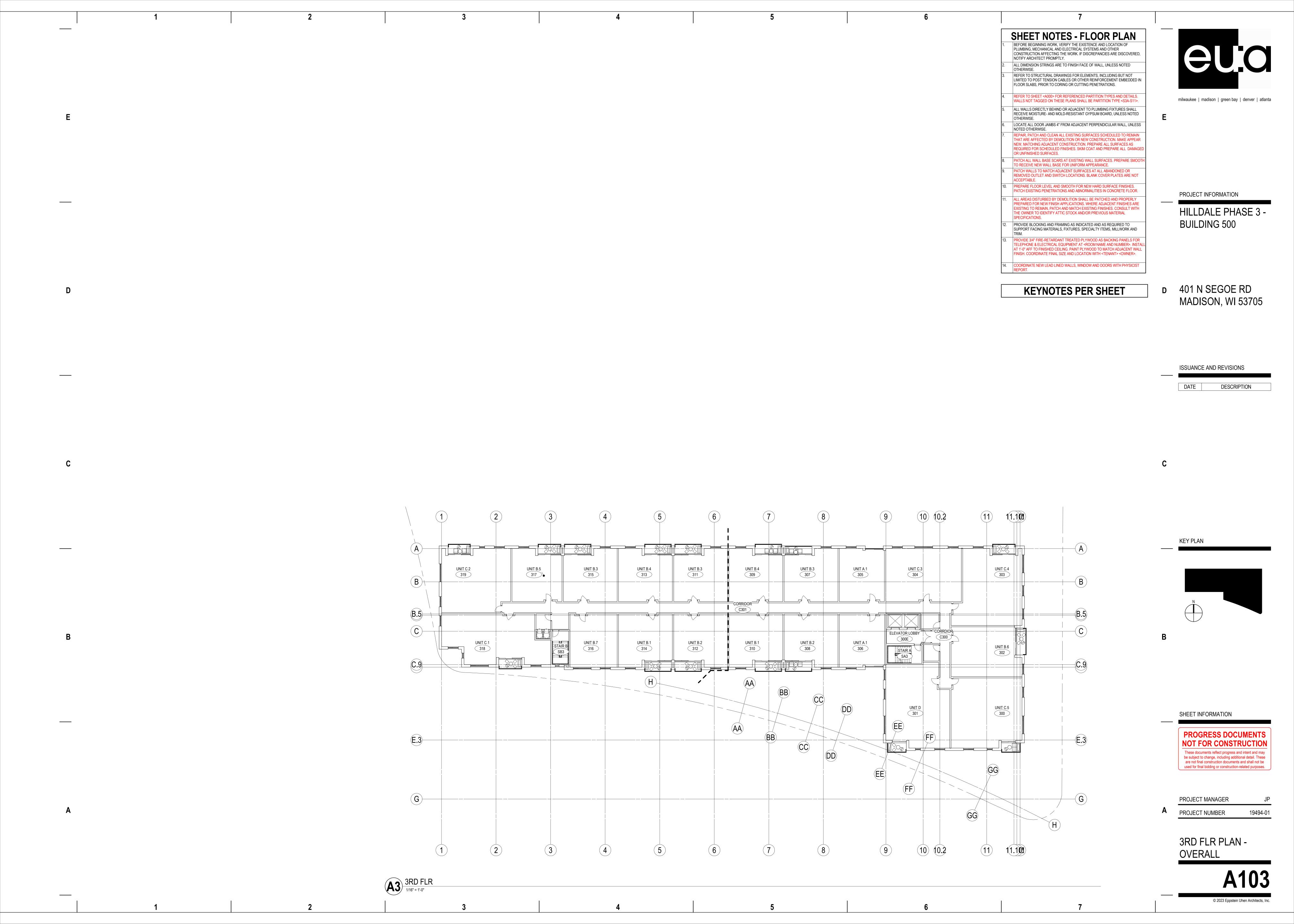
PROJECT MANAGER
PROJECT NUMBER 71949

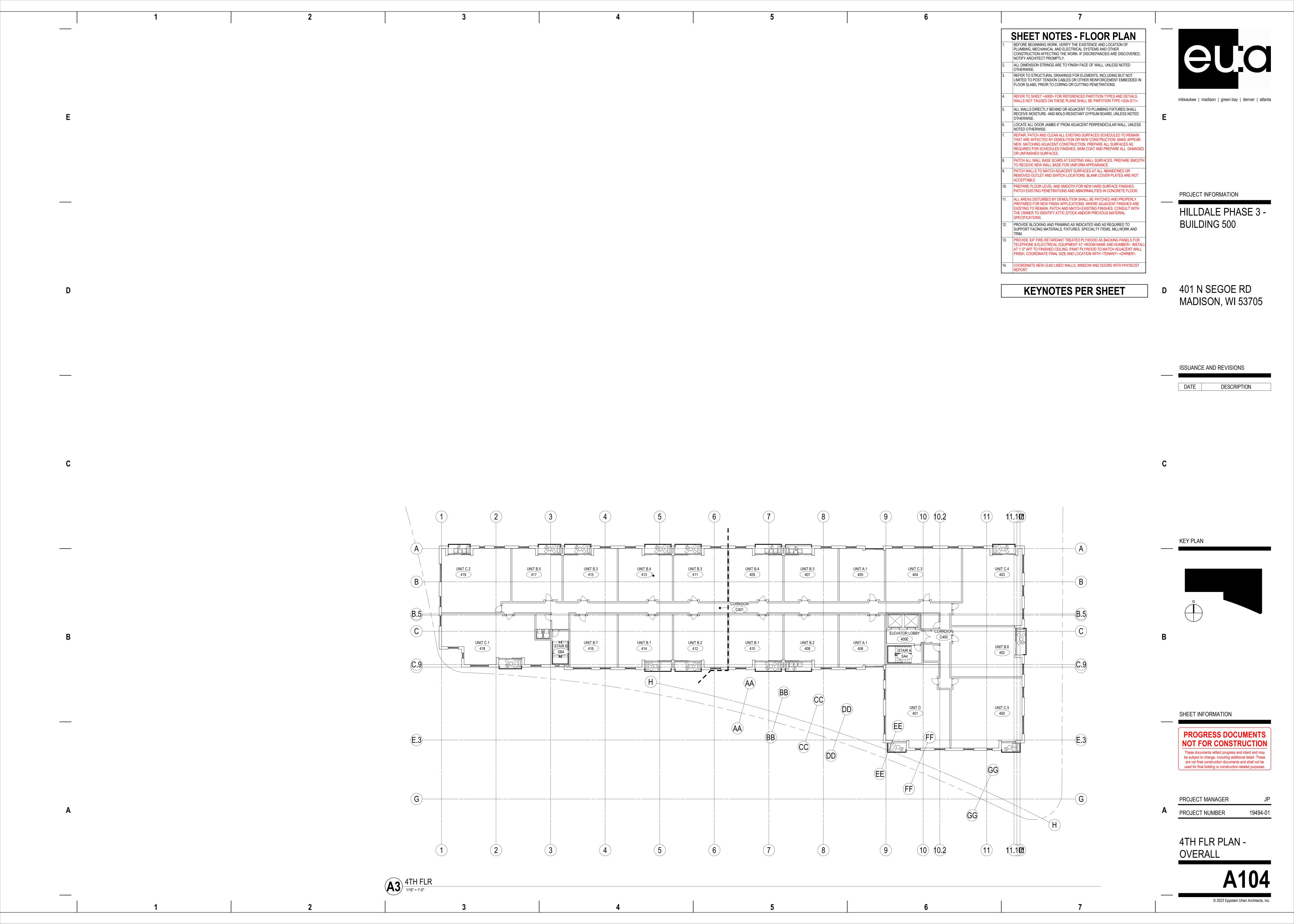
2ND FLR PLAN -OVERALL

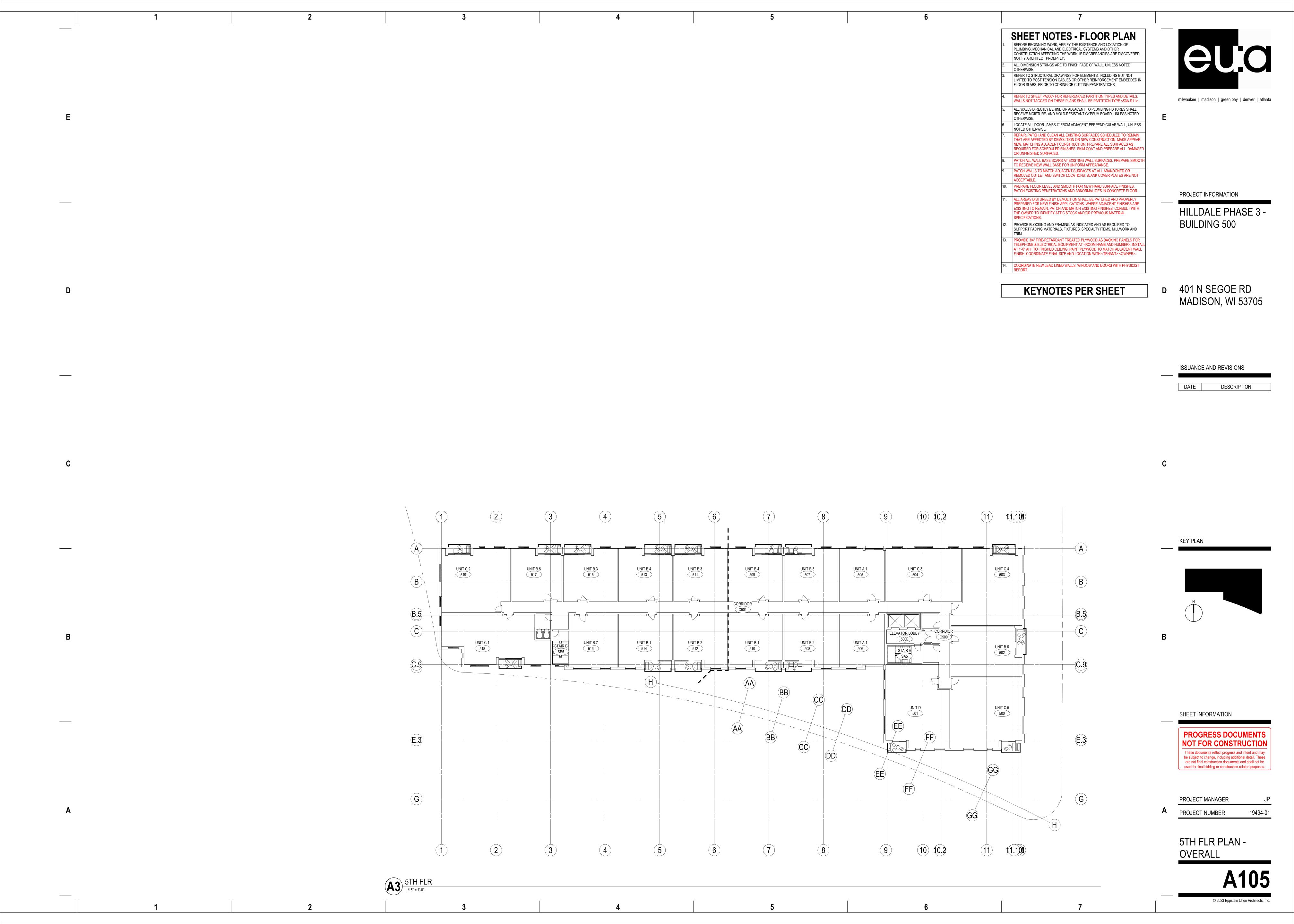
A102-2

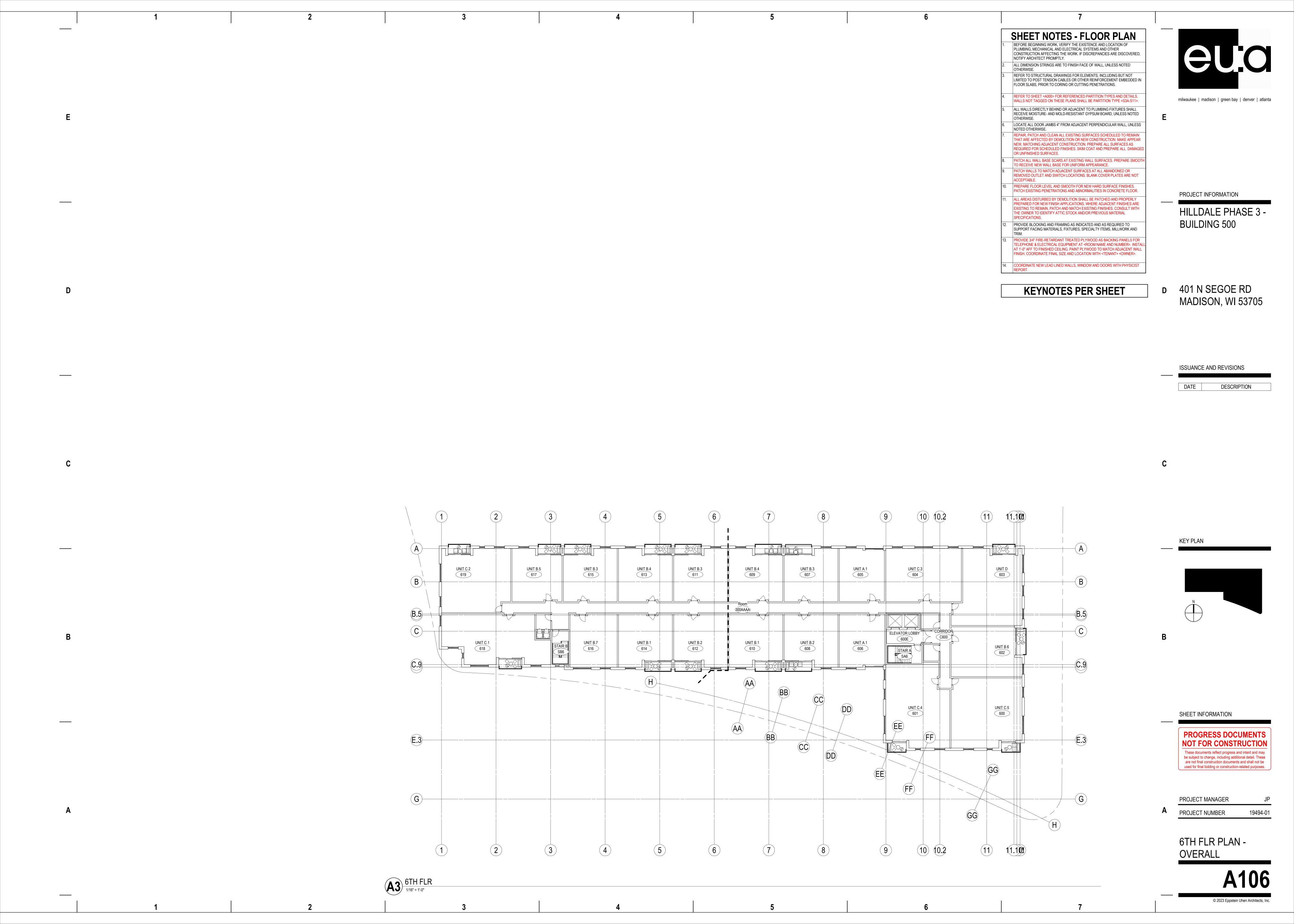
© 2022 Eppstein Uhen Architects, Inc.



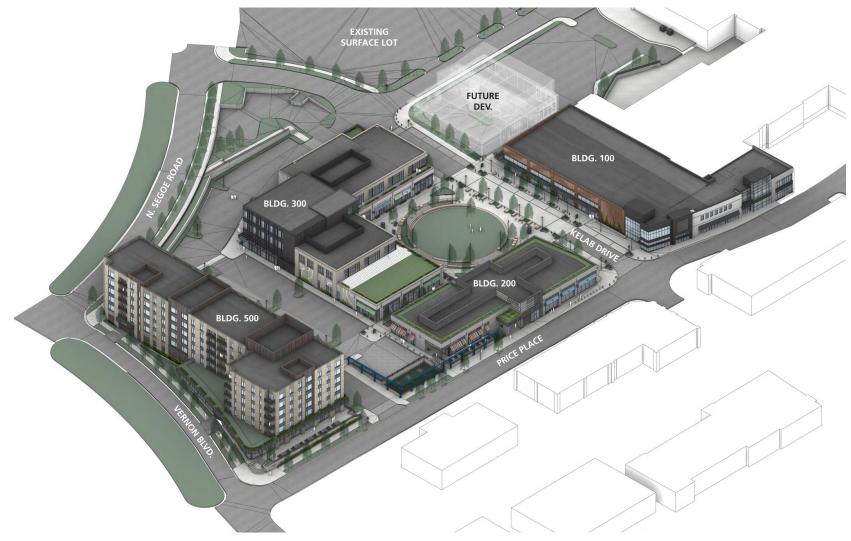








## **HILLDALE PHASE 3** Isometric Views of Site



**HILLDALE PHASE 3** View Looking Northwest







## **HILLDALE PHASE 3** Isometric Views of Site



HILLDALE PHASE 3 View Looking Southeast







## **HILLDALE PHASE 3** Isometric Views of Site



HILLDALE PHASE 3 View Looking Southwest







# **BUILDING 200** Perspective Building Elevations



**BUILDING 200** East Elevation



**BUILDING 200** West Elevation

## **BUILDING 200** Perspective Building Elevations



**BUILDING 200** North Elevation



**BUILDING 200** South Elevation

## **BUILDING 300** Perspective Building Elevations



**BUILDING 300** North Elevation



**BUILDING 300** South Elevation



## **BUILDING 300** Perspective Building Elevations



**BUILDING 300** East Elevation



**BUILDING 300** West Elevation

## **BUILDING 500** Perspective Building Elevations



**BUILDING 500** North Elevation



**BUILDING 500** South Elevation

## **BUILDING 500** Perspective Building Elevations



**BUILDING 500** East Elevation



**BUILDING 500** West Elevation

#### **BUILDING 200** Materials



**BUILDING 200** View from Central Green







#### **BUILDING 300** Materials & Precedents



**BUILDING 300** North Elevation





#### **BUILDING 500** Materials



**BUILDING 500** View Approaching North Entry

### **BUILDING 500** Precedent & Context

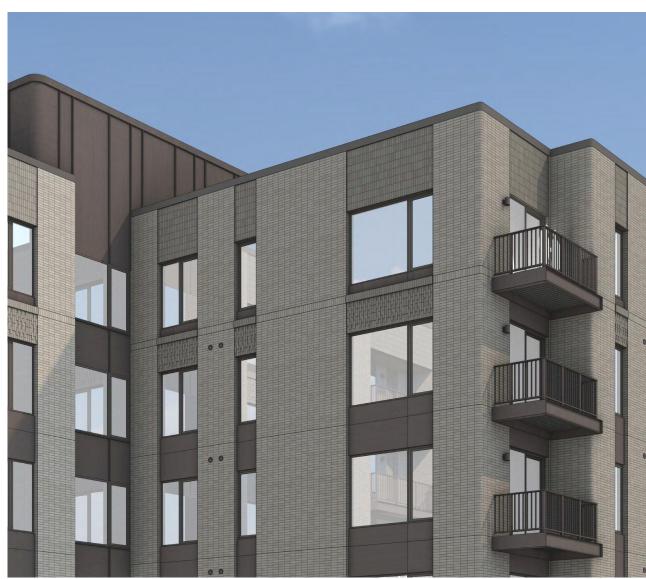
### **BMO HARRIS BUILDING**

The existing BMO Harris Building located at 310 Price Place features vertical brick façade panels alternating with columns of windows and metal panel spandrels. The proposed building recalls the materiality and detailing of the existing building. The overall design intent is to reinforce a connection to the mid-century modern history of the Hill Farms District.













## **BUILDING 500** Views from Site

