

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 7, 2005
TITLE: 702 North Midvale Boulevard (Hilldale Shopping Center) Theatre Anchor, Amended PUD(GDP-SIP) in Urban Design District No. 6	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 7, 2005	ID NUMBER:

Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Robert March, Ald. Noel Radomski, Todd Barnett, Michael Barrett, Cathleen Feland and Jack Williams.

SUMMARY:

At its meeting of December 7, 2005, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** of an amended PUD(GDP-SIP) in the Hilldale Shopping Center for theatre anchor “Sundance Cinemas” located at 702 North Midvale Boulevard in Urban Design District No. 6. Appearing on behalf of the project was Dennis Harder of Joseph Freed and Associates. The plans as presented provide for the redevelopment of the southerly portion of the existing Hilldale Mall building (formerly occupied by University Bookstore) into a multiple theater complex for “Sundance Cinemas”. The developed theater anchor at the south end of the mall will feature six screens with stadium seating, expanded food and beverage service, in a building two-stories in height featuring a rooftop entertainment deck. The main entrance to the theater will be on the front or east elevation of the building with interior access provided with its integration to the existing interior of the mall. Following a detailed overview of the prospective building elevations and typical floor plans, the Commission expressed concerns on the following:

- The proposed use of precast panels on the building elevations may provide an opportunity for this project to utilize as an “integrating element” already provided with their extensive use on the adjacent parking structure developed as part of Phase I.
- Redesign the northeast corner of the first floor level to relocate the bathrooms in order to place an interior corridor on the southerly wall to provide glass walls instead of a blank wall without openings that will accommodate the layout of the interior theater.
- Consider providing a staggered arcade on the south elevation to provide for light and windows.
- Modify the façade of the south elevation with a glass façade and/or glazed enclosure to provide alternative exiting and/or other functional features.
- Modify the façade of the building to relate more to the façade of the mall building’s architectural character.
- The sign on the corner on the upper elevation of the corner of the building appears stuck on; integrate into the overall building elevation treatment.
- In regards to the second floor lobby space, consider possibly of an open well or balcony between the two levels.
- Look at lighting levels and shielding on adjacent parking structure; appears excessive.

- The location of a bus stop off of the south elevation requires more attention to the south elevation treatment.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no action was taken by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 7, 7, 7, 7.5 and 8.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	6	7	7	6	9	7.5
	-	-	-	-	-	-	-	-
	8	6	-	-	8	9	9	8.5
	6	6	-	-	6	6	8	7
	-	6	-	-	-	7	7	7
	7	7	-	-	7	-	-	7
	6	6	-	-	5	5	5	5
	5	5	-	-	7	5	6	5

General Comments:

- You are a hero to locate and accommodate an art theater to replace that to be replaced. The direct connection with the mall is ideal. Consider an exterior glazed, enclosed corridor along the south façade to alleviate the potential blank wall, this can be added outside of the exterior wall in the walk space.
- Activate, animate! Make transparent the south façade; corner (southeast) key.
- Thanks! Attaching it to mall makes for some synergy.
- Great addition/substitution for Hilldale. Address south and west elevations.
- Exciting possibilities with this art cinema building. Façade design ought to coordinate better with the rest of the Hilldale façade. Corner needs attention.
- Reconsider end wall to open it up via glazing to the exterior. Corner sign should be better integrated with the building architecture. Integrate some aspect of the new mall façade curves in the theater façade. Second floor refreshment area should have open area connecting it to main floor lobby to provide visual connection of spaces for patrons. Roof terrace is great. Good start – just needs improvement.
- The south side should be better articulated.