



**Agenda Item #:** 4

**Project Title:** 702 N Midvale Boulevard + 401 N Segoe Road - Planned Development-Specific Implementation Plan (PD-SIP), Hilldale Shopping Center Continued Phase Three Located in Urban Design District (UDD) 6. 11th Ald. Dist.

**Legistar File ID #:** 75717

**Members Present:** Cliff Goodhart, Chair; Lois Braun-Oddo, Jessica Klehr, Shane Bernau, Amanda Arnold, Rafeeq Asad, Juliana Bennett and Russell Knudson

**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Summary

At its meeting of February 1, 2023, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the Specific Implementation Plan phase of continued redevelopment of Hilldale located at 702 N Midvale Boulevard and 401 N Segoe Road in UDD 6. Registered and speaking in support were Brian Munson, Brian Bernstein, Mark Wendell, David Hacin, Jonathan Parker, Matthew Manke, Christopher Boyce, and Don Derienzo. Registered in support and available to answer questions was Scott Anderson.

The development team presented the evolved design of three buildings and the community open space as a catalyst for growth in the neighborhood and continued mixed-use at Hilldale. Originally they had incorporated a hotel component; the existing market caused them to pivot away from that. The mass of Building 300 is still three-stories with rooftop activation opportunities, and office or retail. The active retail streetscape is extended further along Price Place by repositioning Building 500 to include some additional retail activation on that corner, thereby extending the walking district. The detailed components and floodplain elevation necessitates higher first floor elevations, with outdoor seating spaces, windows and entrances to engage those spaces. The public realm and landscaping design, central green and outer points connect to the surrounding context and neighborhood. The summer season will offer concerts, yoga, etc. and winter will offer ice skating, with the flush curb condition making it feel like one open space. Building 200 along Price Place shows retail wrapping around the green and a potential restaurant use. Building 300 takes a nuanced recall of the mid-century feel of the Hill Farms neighborhood, with more individual brick expressions, eight storefronts along the green, and lighter masonry at the first floor intended to be a double size brick. A tiered condition allows for a sectional quality of interplay with the central greenspace. The residential building is also detailed with masonry and ACM metal panel, with the masses broken down by showing the verticality of the masonry columns and the metal panel spandrels, but also using the taller metal panel volumes in a way that creates a way to screen mechanical units and elongate the building. A canopy separates the retail from residential uses along Price Place. A steel landscape trellis is proposed as part of the landscape plan. Outside corners use filleted brick and metal panel to have a larger radius element to soften those corners. Overall the goal is to not mimic the history or memory of the BMO building and district, but a nuanced dialogue with some of those elements.

The Commission discussed the following:

- The staff report requested we address ground level activation, the 500 Building at Vernon and Price Place where sidewalks abut large walls, feedback on yearlong color and screening of the back of house features, and ultimately the PD standards. Thirteen months ago this Commission approved the GDP and remarked on concerns about the views from the apartment building, questioning what will be done with that loss of parking.

- I think the street activation is the best part of the project. When you look at the first part I think the architecture is nice, simple, and somewhat sexy. When you start to let people personalize things like the storefront entries you start to take away from the architecture and attractiveness of the building. A consistent canopy color or design supports the project better. I get the detailing with the brick on the residential building but I think it is still somewhat flat and almost institutional. Abandon all of those precedents, do something timely that supports this modern development. It works at the ground level, the glazing works but once you get above that, it gets really bland even with the detailing. I would challenge you to rethink how you support that model or massing. This is a project in a unique area that wants to be more dynamic and interesting. I like the landscaping that will support more of the activation of the pedestrian views once it matures.
- It is really nice to see such refined visuals and renderings, it's exciting. I agree on the opportunities and the importance of this area. As much as I appreciated the explanation of the residential building design, I had a similar reaction that the human experience of those fine details may not come through. It's dark and really gray, I wonder if some warmth is needed. Have the mechanical penetrations been thought through yet?
  - You can see the venting penetrations for the units. The intent is to organize those and create a systematic approach to those.
- It's smaller than we usually see.
  - We do not have thru-wall mechanicals.
- It's great to see the detail, thank you for bringing that for informational. Could you elaborate on the objectives for the PD application, which of those this project is really focused on.
  - The balance of the property was already in a PD. Mixed-use coordinated approach of the BMO site into the overall project. There will be some additional detailing of how we meet those components as we refine the parcel.
- PD standards with regard to neighborhood consistency and neighborhood plans, suitable open space, etc.
  - As we develop the full packet we will certainly address each of those components. This is grounded well in the approved GDP that is compatible with the neighborhood plan. We see this as building the framework as we move around the west of the mall for the transition point of bringing the neighborhood into the site and creating a more walkable site.
- I agree that the exhibits here are really nice and helpful. My reaction overall is very positive, there are a lot of things here that are nicely detailed and exciting, especially through the lens of a public realm and landscaping. The woonerf is a great idea. The simplicity of the forms you have used are well organized and will be a great place for programming. At the central green, as we've seen with previous phases of Hilldale those trees in an urban setting benefit from a Silva cell element. The Price Place blue steel trellis is a nice, simple element that adds to the streetscape experience, but it could use a little bit of design refinement. If it is just structural steel it might be too simple, I would encourage you to do small subtle things to refine the design of that as it is very public.
- The renderings are indicating some sort of green roof, I would advocate for at least a semi-intensive profile, ideally something that can get you natives, capturing stormwater in this neighborhood is huge, all the more reason to use something more deeply rooted. A semi-intensive profile would be highly encouraged. I love the bioretention zone as a demonstration at the edge of the streetscape, that's awesome.
- The corner as you pull in on Vernon off of Segoe, there's gymnastics with the grade to get 12 parking stalls. Parking is important but it seems like a lot for very little benefit, they come really close to the sidewalk, with not much, if any landscape buffer at the head of the parking stalls; I question if that is the best configuration for that corner.
- In general, Building 500 is squeezed in there pretty tight and there are some big walls here, especially as you move up the hill. We'll be looking for some detailing on how the landscaping can work to soften those big walls with trellises, vertical plantings, etc. I recommend you address that very intentionally with your landscape and plant material.
- For the most part I am really enthusiastic about most of the retail and the greenspace. I like the geometries of the buildings. Building 500 is a tight site, and it looks like bland color on top of bland color, the materials should shine through, you could simplify and brighten it a little bit. Part of the issue is also the railing design, you have

the penetrations for mechanical coming right through a nice vertical brick pier, it's interrupted and you're going to see those vents. Maybe choose a different place for them to come out or a different expression for their backdrop. On top of that having all the pavement in front starts looking even more severe and is such a stark contrast to what is just on the other side of the building. If there is any way to get some greenspace with the ability to have some taller trees and shrubs along that edge of the building? Perforated metals, something that would add interest to those rather than compounding the institutional look would make it look less severe and more inviting. I love the brick detailing on the horizontals, maybe do that on the lower portion above the first floor punched openings where it engages the pedestrian a little more. Nice project, look forward to seeing how it's developed.

- Wonderful presentation to look at. I appreciate a circle in architecture, it doesn't happen enough. There is something about Hilldale that has a sense of exclusivity to it. I'm really happy to hear some Commissioners say the word color. To be inclusive, especially on the residential building, it matters a lot what colors you're using. I might even debate about keeping things consistent in the retail, because I don't have an answer but this project runs the risk of not feeling completely accessible to the entire community around there. There's quite a range of income and people walking to these stores. I would agree with the color options that have come up, it might speak more to being viable in the neighborhood and more inclusive.
- If the units here include families, right now there's nowhere for families to spill out. When you're looking at the landscaping, particularly around the entrances, look at that. Curious about the swirls you show and textured metal panel on Building 200, the east elevation.
  - That is indicating a future graphic designed mural applied to the corrugated profile on that metal panel to soften that elevation and create visual interest. It is the same idea at the swirls on the other buildings.
- Absolutely, I really applaud that. It kind of changes the flavor from not being quite so tight.
- Those are great details to have on these buildings.
- Thinking about the design aspects of the vertical panels, the colors used don't say vibrancy. I like the circular design, the landscaping has people in mind. Now you have to think about how people will be looking at the space. As for the signage and canopies, I think it is fine for businesses to personalize it as long as it's tasteful, even more so important when the current design is kind of bland. I would highlight incorporating some vibrancy, different colors.
- Is the bus stop being removed?
  - The adoption of the BRT line removes the bus line currently on Heather Crest up to University Avenue and will no longer go through this site.
- Building 300 where it faces the parking lot on Segoe, are you anticipating having to use spandrel glass there?
  - Right now we're not planning on using spandrel, only to hide structures. Not for any tenant purposes. Around the green will be transparent. Some other zones will have to understand ultimate tenants and tenant needs to know.
- In the interest of summary, mostly it had to do with the apartment building expression being too institutional, dark and heavy, dark on dark, maybe some color. I didn't hear too much criticism with regard to street activation, however, a couple of us did talk about employing landscape design to really soften the north and south walls of the apartment building where they have shallow setbacks or parking against them. Refining of the Price Place trellis, Silva cells for trees, a semi-intensive green roof profile, strong support for the visual graphics on the buildings to liven them up, favorable comments on the simplicity and restraint of materials on the retail commercial buildings.
- The direction they are going, they're well on their way. Refinements of the residential building and addressing those elements, the project is going pretty good. We all look forward to seeing the refinements when they come back. I do like those artistic expressions on the building.
- Please show us what is permanent fixed Hilldale architecture and what could be temporary and changed as an administrative approval so we know what we're approving and what we're not.
- I would offer one additional comment regarding sustainable urban design, what's in our purview. The visionary approach to this project, the PD standards has an objective about sustainability. I would highly recommend seeking federal government funding to consider community geothermal as part of this project.

## Action

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