



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>August 24 2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>September 7, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 540-542 and 560-566 North Midvale Boulevard  
Project Title (if any): Hilldale Shopping Center Renovations - Storefront Revisions

2. This is an application for (Check all that apply to this UDC application):

☐ New Development ☒ Alteration to an Existing or Previously-Approved Development

## A. Project Type:

- ☒ Project in an Urban Design District\* (public hearing-\$300 fee)
- ☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- ☐ Suburban Employment Center (SEC) or 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 Planned Residential Complex

## B. Signage:

- ☐ Comprehensive Design Review\* (public hearing-\$300 fee) ☐ Street Graphics Variance\* (public hearing-\$300 fee)
- ☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

## C. Other:

☐ Please specify: \_\_\_\_\_

## 3. Applicant, Agent & Property Owner Information:

Applicant Name: Alexandra Patterson  
Street Address: 33 Boylston Street  
Telephone: (617) 646-3224 Fax: ( )

Company: Hilldale Shopping Center, LLC  
City/State: Chestnut Hill, MA Zip: 02467  
Email: Alexandra.Patterson@wsdevelopment.com

Project Contact Person: Cliff Goodhart  
Street Address: 309 West Johnson Street  
Telephone: (608) 442-6684 Fax: ( )

Company: Eppstein Uhen Architects  
City/State: Madison, WI Zip: 53703  
Email: cliffg@eua.com


Project Owner (if not applicant): \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Telephone: ( ) Fax: ( )

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

## 4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on July 7, 2016.  
(name of staff person) (date of meeting)

B. 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 Cliff Goodhart  
Authorized Signature 

Relationship to Property Architect  
Date August 24, 2016

June 12, 2016

Al Martin  
Secretary of the Urban Design Commission  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710-2985

RE:

Twigs façade update: 566 N Midvale and 562 N Midvale  
Dumpling Haus and Pure Barre façade update: 540 N Midvale and 542 N Midvale

Dear Mr. Martin,

**Letter of Intent**

Please accept this Letter of Intent for minor façade updates to the Twigs facade and the Dumpling Haus/Pure Barre facade.

As this application relates to Twigs, the existing tenant is expanding their demised space to the south. In order to create a unified storefront that evokes the tenant's brand identity, the applicant proposes to raise the neutral pier with consistent masonry and paint the façade.

As this application relates to Dumpling Haus, the existing tenant has relocated to the east side of Price Place. In order to differentiate the tenant's facade and break up the brick façade across from the soon to be approved South Side Redevelopment, the applicant proposes to whitewash the façade.

Each project will take two weeks to complete.

The project team consists of the Applicant, Hilldale Shopping Center LLC, as well as the consultants listed below:

APPLICANT:

Hilldale Shopping Center LLC  
33 Boylston Street  
Chestnut Hill, Massachusetts 02467  
Phone: 617.232.8900  
Louis Masiello [Lou.Masiello@wsdevelopment.com](mailto:Lou.Masiello@wsdevelopment.com)  
Alexandra Patterson [Alexandra.Patterson@wsdevelopment.com](mailto:Alexandra.Patterson@wsdevelopment.com)

ARCHITECT:

Eppstein Uhen  
309 W Johnston Street  
Suite 202  
Madison, Wisconsin 53703  
Phone: 608.442.5350  
Cliff Goodhart [Cliffg@eua.com](mailto:Cliffg@eua.com)

Paul Raisleger

[Paulr@eua.com](mailto:Paulr@eua.com)

PLANNING:

Vandewalle & Associates

120 East Lakeside Street

Madison, Wisconsin 53715

Phone: 608.255.3988

Fax: 608.255.0814

Brian Munson [bmunson@vandewalle.com](mailto:bmunson@vandewalle.com)

**Existing Conditions:**

Existing Zoning: PD-GDP/SIP

Address: 702 North Midvale Boulevard

Parcel Identification Number: 0709-201-2101-2

Aldermanic District: District 11

Alder Tim Gruber

Neighborhood Association: Hill Farms Neighborhood Association

Notifications: Alder July 29, 2016

Legal Description: See Attached

Lot Area: 28.49 acres

We are always evaluating Hilldale for improvements and we believe the proposed façade enhancements will have a positive impact.

Sincerely,

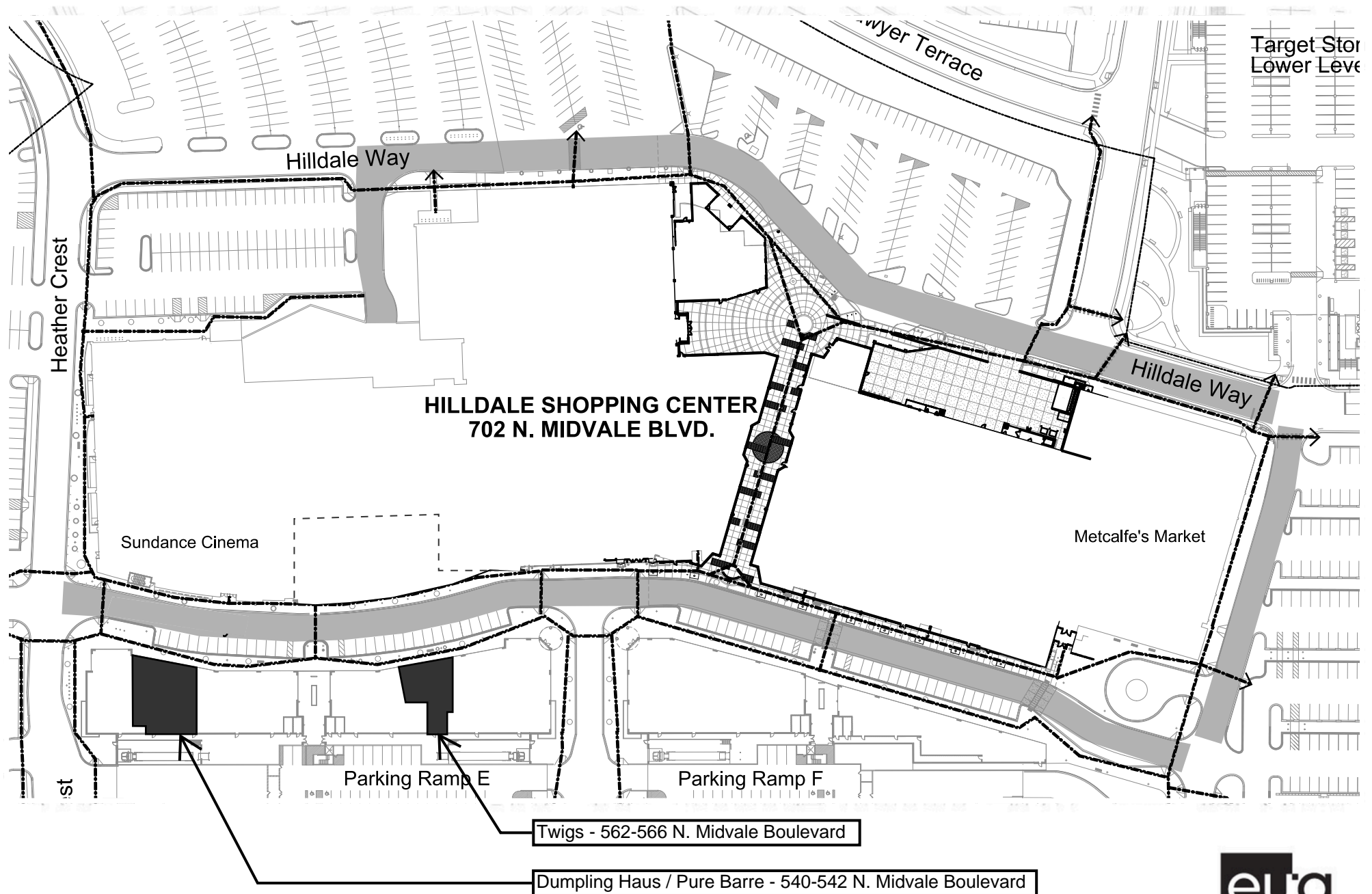


For Hilldale Shopping Center LLC

By WS Asset Management, Inc. It's Property Manager

By Louis C. Masiello

Its Vice-President of Development



# HILLDALE SHOPPING CENTER RENOVATION

TENANT LOCATION MAP



eppstein uhen : architects





EXISTING



PROPOSED

PORCELAIN TILE  
(CARGO - SUGAR)  
CONTINUOUS BLACK  
REVEAL AT BRICK

EXTEND BRICK PIER

PAINT BRICK (BEHR  
ASPHALT GRAY)

PAINT STEEL  
CHANNEL (BEHR  
ASPHALT GRAY)

ALUMINUM  
STOREFRONT  
SYSTEM TO MATCH  
EXISTING

# HILLDALE SHOPPING CENTER

TWIGS 562 - 566 N. MIDVALE BOULEVARD



eppstein uhen : architects

08/24/16 716013-01  
© Eppstein Uhen Architects, Inc.





EXISTING



PROPOSED

PAINT BRICK (BEHR  
DUTCH WHITE &  
FLANNEL GRAY)

PAINT STEEL  
CHANNEL (BEHR  
DUTCH WHITE)

PAINT SIGN BANDS  
(BEHR ASPHALT  
GRAY)



eppstein uhen : architects

## HILDALE SHOPPING CENTER

PURE BARRE / DUMPLING HAUS 540 - 542 N. MIDVALE BOULEVARD

08/24/16 716013-01

© Eppstein Uhen Architects, Inc.