



Department of Planning & Community & Economic Development

Planning Division

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****BY E-MAIL ONLY****

October 28, 2025

Brian Munson
Vandewalle & Associates
120 E Lakeside Street
Madison, Wisconsin 53715

RE: Approval of a Planned Development--Specific Implementation Plan for Hilldale Shopping Center at 702 N Midvale Boulevard and 401 N Segoe Road. (LNDUSE-2025-00065; ID 89718)

Dear Brian,

On October 7, 2025, the Common Council **conditionally approved** your request for PD(SIP) approval for Hilldale "Phase 3" to allow construction of private street improvements for Heather Crest. The approval is subject to the conditions in the following sections, which shall be satisfied prior to final approval and recording of the Specific Implementation Plan and the issuance of permits for the project.

Please contact Kathleen Kane of the City Engineering Division at (608) 266-4098 if you have any questions regarding the following five (5) items:

1. An Erosion Control Permit is required for this project.
2. Based on Wisconsin Department of Natural Resources (WDNR) BRRS # 03-13-001141 Hilldale Shell and BRRS # 02-13-523602 Hilldale Firestone Tire & Service and historic documents showing 702 N Midvale Boulevard as a former dry cleaner, the property site may contain residual contamination. If contamination is encountered, follow all WDNR and Department of Safety and Professional Standards (DSPS) regulations for proper handling and disposal.
3. This project will disturb 20,000 square feet or more of land area and requires an Erosion Control Plan. Please submit an 11- x 17-inch copy of an erosion control plan (PDF electronic copy preferred) to Megan Eberhardt (west) at meberhardt@cityofmadison.com, or Daniel Olivares (east) at daolivares@cityofmadison.com, for approval.
4. Demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. Include Universal Soil Loss Equation (USLE) computations for the construction period with the erosion control plan. Measures shall be implemented in order to maintain a soil loss rate below 5.0 tons per acre per year.

5. Complete weekly self-inspection of the erosion control practices and post these inspections to the City of Madison website as required by MGO Chapter 37

Please contact Jeffrey Quamme of the City Engineering Division–Mapping Section at (608) 266-4097 if you have any questions regarding the following four (4) items:

6. Heather Crest Drive as an important bicycle and pedestrian connection between the neighborhoods east and west of N Midvale Boulevard. As such, the owner shall grant a Public Bike and Pedestrian easement over the corridor to allow the passage of public to allow travel of pedestrians and bicycles through and over the corridor. The easement can be granted either by CSM or by a separately recorded instrument.
7. This east-west connection is a private road and the name for the entire length is 'Heather Crest Drive'. The private street name sign in the northeast corner at the intersection with Price Place shall have the 'Kelab Dr' sign removed (as soon as possible).
8. Metro will be ending service The existing along the private road of Heather Crest. Real Estate Project No. 13234 has been set up for the release of the Easement for Municipal Transit Services per Document No. 4129968.
9. The owner/ consultant/ contractor are collectively responsible to coordinate with Madison Gas and Electric the changes of grade and improvements within the Electric Easement per Document No. 4359232.

Please contact Sean Malloy of the Traffic Engineering Division at (608) 266-5987 if you have questions regarding the following two (2) items:

10. The developer shall provide a recorded copy of any joint driveway ingress/egress and crossing easements and shall be noted on face of plan.
11. The Traffic Engineering Division recommends using a minimum 20-foot reverse curve at the beginning and end of on-street parking pockets to allow vehicles to enter/exit.

Please contact Trent W. Schultz of the Parking Division at (608) 246-5806 if you have questions regarding the following item:

12. The agency reviewed this project and determined a Transportation Demand Management (TDM) Plan is not required as part of approving the proposed site changes, since the parking stall count would not increase as part of the project.

Please contact Jenny Kirchgatter, Assistant Zoning Administrator, at (608) 266-4429 if you have questions regarding the following four (4) items:

13. Provide a parking summary with the numbers of removed and added vehicle parking stalls and numbers of removed and added bicycle parking stalls.
14. Submit the landscape plan and landscape worksheet stamped by the registered landscape architect.

Per Section 28.142(3) Landscape Plan and Design Standards, landscape plans for zoning lots greater than 10,000 square feet in size must be prepared by a registered landscape architect.

15. Per Section 28.186(4)(b), the property owner or operator is required to bring the property into compliance with all elements of the approved site plans by the date established by the Zoning Administrator as part of the site and building plan approval. Work with Zoning staff to establish a final site compliance date.
16. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with MGO Chapter 31 Sign Codes and MGO Section 33.24 Urban Design Commission ordinances. Signage permits are issued by the Zoning Section of the Department of Planning and Community and Economic Development.

Please contact Jeff Belshaw of the Madison Water Utility at (608) 261-9835 if you have questions regarding the following three (3) items:

17. Privately owned water mains to be connected to the publicly owned distribution system at more than one point are required to install a check valve at each point of connection to the distribution system to prevent water from flowing back into the distribution system. Each check valve shall be located in a manhole or vault and shall be immediately preceded and followed by a buried or exposed shut-off valve on the main. The water supplier shall have access to the manholes and valves for inspection purposes per NR 811.68(3).
18. The developer shall construct the public water distribution system and services required to serve the proposed project per MGO Section 16.23(9)(d)(3).
19. All public water mains and water service laterals shall be installed by a standard City subdivision contract or City-Developer agreement. The applicant shall contact City Engineering Division to schedule the development of plans and the agreement. See Engineering Division comments for additional information.

Please contact my office at (608) 261-9632 if you have questions about the following three (3) items:

20. The applicant shall clarify prior to final approval and issuance of permits for the proposed street reconstruction whether the private street will be closed for events.
21. The specific implementation plan shall be revised to show the [existing] conditions on the remainder of the Phase 3 project area south to Vernon Boulevard for reference.
22. Note: Approval of a separate specific implementation plan will be required prior to the construction of any buildings on the remainder of the Phase 3 area.

The applicant is also required to comply with any conditions of approval required by the Urban Design Commission (UDC) as part of their approval of the specific implementation plan. Please contact Jessica Vaughn, UDC Secretary, at (608) 267-8740 if you have any questions about the UDC review of this project.

Specific questions regarding the comments or conditions contained in this letter should be directed to the commenting agency.

Please now follow the procedures listed below for obtaining permits for your project:

1. The applicant shall resubmit a PDF copy of the plan set and any other supporting materials that are necessary, as specified in this letter to sprapplications@cityofmadison.com. (Note: A 20MB email limit applies and multiple transmittals may be required.).
2. City Agencies who submitted conditions of approval will review your revised plans to verify that their conditions, along with any applicable requirements, have been satisfied. When the revised plans are submitted, the applicant will be emailed a hyperlink to a website to follow, in real time, which agencies have reviewed the revised documents, and signed off or need additional information.
3. This letter shall be signed by the applicant and property owner (if not the applicant) to acknowledge the conditions of approval and returned to the Zoning Administrator when requesting building permit approval. [Signature block on last page]
4. Upon receipt of the aforementioned plans, documents and fees, and upon determining that they are complete, the Zoning Administrator shall record them with the Dane County Register of Deeds Office. The recorded originals will be returned to the applicant, with the recording information noted, when the Register of Deeds has completed the recording process. The applicant shall provide the recording fee to the City to use to record the SIP documents with the Register of Deeds.
5. This Planned Development approval shall expire five (5) years after the date of the Common Council approval of the Specific Implementation Plan. No construction or alteration of the property included in this application shall be permitted until a Specific Implementation Plan (SIP) has been approved and recorded.
6. No alteration of this proposal shall be permitted unless approved by the Plan Commission, provided, however, the Zoning Administrator may approve minor alterations that are approved by the Director of Planning and Community and Economic Development following consideration by the alderperson of the district, and which are compatible with the concept approved by the Common Council.

If you have any questions regarding obtaining your building permits, please contact the Zoning Administrator at (608) 266-4551. If you have any questions or if may be of any further assistance, please do not hesitate to contact my office at (608) 261-9632 or tparks@cityofmadison.com.

Sincerely,



Timothy M. Parks
Planner

I hereby acknowledge that I understand and will comply with the above conditions of approval for this project.

Signature of Applicant

*Signature of Property Owner
(If Not Applicant)*

LNDUSE-2025-00065			
For Official Use Only, Re: Final Plan Routing			
<input checked="" type="checkbox"/>	Planning Div. (T. Parks)	<input checked="" type="checkbox"/>	Engineering Mapping Sec.
<input checked="" type="checkbox"/>	Zoning Administrator	<input type="checkbox"/>	Parks Division
<input checked="" type="checkbox"/>	City Engineering	<input checked="" type="checkbox"/>	Urban Design Commission
<input checked="" type="checkbox"/>	Traffic Engineering	<input type="checkbox"/>	Recycling Coord. (R&R)
<input checked="" type="checkbox"/>	Fire Department	<input type="checkbox"/>	Other:
<input checked="" type="checkbox"/>	Water Utility	<input type="checkbox"/>	Other: