

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 24, 2013

TITLE: 702 North Midvale Boulevard –
Demolition, Remodeling, New
Construction/Significant Reconfiguration
for “Hilldale Mall.” 11th Ald. Dist. (30875)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 24, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Lauren Cnare, Richard Slayton, Dawn O’Kroley and Tom DeChant.

SUMMARY:

At its meeting of July 24, 2013, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for demolition, remodeling, new construction and significant reconfiguration of Hilldale Mall located at 702 North Midvale Boulevard. Appearing on behalf of the project were Brian Munson and Steve Holzhauser, both representing WS Development, LLC; and Ken Saiki, representing Ken Saiki Designs. WS Development, the new owners of Hilldale Mall have taken a look at usage patterns and see two key elements that need addressing to stabilize the mall. Firstly, they took a detailed look at the leasing patterns in the mall and noticed clusters of vacancies. Secondly there is a lot of parking available but people aren’t using those spots, not a lot of usage on the north side because there isn’t much connection there. Plans show connections up to the north parking lot by creating an open air walkway (moving the mall between Macy’s and Metcalfe’s), turning the mall outbound. This would create an open air environment and connection between the two with storefronts along the streetscape. Holzhauser stated that he recently visited other malls under the WS Development ownership, noting that they have relationships with higher end retailers, some of whom we don’t have, that could really help Hilldale return to the higher end mall. They are hoping to establish a grid so name brand tenants could come in and personalize their storefronts. They are dealing with how to make this space work visually but also make it not so much of a passing through space. They would move the drainage out from the curb line into the center. Within the pedestrian space they are looking at creating a relief point for the storm sewer. All local tenants have been given an opportunity to move within the mall.

Comments and questions from the Commission were as follows:

- Did you look at what happens if there’s more relief with the potential for café nodes? Even at a 1 ½ story element or with a mezzanine. When you drive up you’d have a chance for another sign high in the center.
- I like the idea of moving objects. I get concerned with what could be a lot of busyness. Having things actually growing in the ground rather than planters would be nice, if possible. There’s a lot going on here.

- At the end of the east-west connection, maybe that wants to be something special rather than parking.
- More green might actually encourage retailers. Think about that.
- On the side going towards Metcalfe's, that could be a mini food court area, not like in the big malls but a place where outdoor seating could really work and be a focal activity as you're passing through.
- If you could do more vertical garden with trellises, long planters with things that go up – it won't block their signage but still add some green and coolness to all that masonry.
- I'd very much want to have trees at the end. If you got them trimmed up enough, had a canopy going over this part of the mall (terminal ends of exterior connector) it would be much better than the sculptures you show.

ACTION:

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

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 | - | 7 | - | - | - | - | - | - |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

General Comments:

- Could be very exciting redo of Hilldale.