

# LAND USE APPLICATION - INSTRUCTIONS & FORM

# LND-A

City of Madison  
 Planning Division  
 Madison Municipal Building, Suite 017  
 215 Martin Luther King, Jr. Blvd.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



**FOR OFFICE USE ONLY:**

Date Received \_\_\_\_\_  Initial Submittal

Paid \_\_\_\_\_  Revised Submittal

**All Land Use Applications must be filed with the Zoning Office. Please see the revised submittal instructions on Page 1 of this document.**

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the [Subdivision Application](#). If your project requires both Land Use and Urban Design Commission (UDC) submittals, a completed [UDC Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## APPLICATION FORM

### 1. Project Information

Address (list all addresses on the project site):  
 702 North Midvale Boulevard and 401 North Segoe Avenue

Title: Hilldale Phase Three: Buildings 200, 300, and 400 SIP Submittal

### 2. This is an application for (check all that apply)

- Zoning Map Amendment (Rezoning) from PD=GDP/SIP to PD-SIP
- Major Amendment to an Approved Planned Development - General Development Plan (PD-GDP)
- Major Amendment to an Approved Planned Development - Specific Implementation Plan (PD-SIP)
- Review of Alteration to Planned Development (PD) (by Plan Commission)
- Conditional Use or Major Alteration to an Approved Conditional Use
- Demolition Permit  Other requests \_\_\_\_\_

### 3. Applicant, Agent, and Property Owner Information

**Applicant name** 401 N. Segoe LLC. & Hilldale Shopping Center Company 401 N. Segoe LLC. & Hilldale Shopping Center LLC.  
**Street address** 33 Boylston Street, Suite 3000 City/State/Zip Chestnut Hill, MA 02467  
**Telephone** 617.405.5898 Email chris.boyce@wsdevelopment.com

**Project contact person** Brian Munson Company Vandewalle & Associates  
**Street address** 120 East Lakeside Street City/State/Zip Madison, WI 53715  
**Telephone** 608.609.4410 Email bmunson@vandewalle.com

**Property owner (if not applicant)** \_\_\_\_\_  
**Street address** \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
**Telephone** \_\_\_\_\_ Email \_\_\_\_\_

## 4. Required Submittal Materials

Pursuant to [Section 28.181\(4\), MGO](#), no application is complete unless all required information is included and all application fees have been paid. **The Zoning Administrator may reject an incomplete application.** Use this checklist to prepare a complete Land Use Application. Make sure to review the *Submittal Requirements for PDFs* (listed on Pages 3 and 4). **Note:** Not all development plan materials listed below are required for all applications. Submittal materials are as determined by staff. Those application types which have specific additional submittal requirements, as noted below, are outlined in [Land Use Application Form LND-B](#).

Req.	Required Submittal Information	Contents	✓																																									
	Filing Fee (\$ )	Refer to the Fee Schedule on Page 8 and the Revised Fee Submittal Instructions on Page 1.																																										
	Digital (PDF) Copies of all Submitted Materials noted below	Digital (PDF) copies of all items are required. All PDFs <b>must comply</b> with the <i>Submittal Requirements for PDFs</i> (listed on Pages 3 and 4) and follow the revised submittal procedures outlined on Page 1.																																										
	Land Use Application	Forms must include the property owner's authorization																																										
	Legal Description (For Zoning Map Amendments only)	Legal description of the property, complete with the proposed zoning districts and project site area in square feet and acres.																																										
	Pre-Application Notification	Proof of written 30-day notification to alder, neighborhood association, and business associations. In addition, Demolitions require posting notice of the requested demolition to the <a href="#">City's Demolition Listserv</a> at least 30 days prior to submitting an application. For more information, see Page 1 of this document.																																										
	Letter of Intent (LOI)	Narrative description of the proposal in detail, including, but not limited to, the existing site conditions, project schedule, phasing plan, proposed uses, hours of operation, number of employees, gross square footage, number of units and bedrooms, public subsidy requested, project team, etc.																																										
	Development Plans	For a detailed list of the content requirements for each of these plan sheets, see <a href="#">Land Use Application Form LND-B</a>																																										
	<table border="1"> <thead> <tr> <th>Req.</th> <th></th> <th>✓</th> <th>Req.</th> <th></th> <th>✓</th> <th>Req.</th> <th></th> <th>✓</th> </tr> </thead> <tbody> <tr> <td></td> <td>Site Plan</td> <td></td> <td></td> <td>Utility Plan</td> <td></td> <td></td> <td>Roof and Floor Plans</td> <td></td> </tr> <tr> <td></td> <td>Survey or site plan of existing conditions</td> <td></td> <td></td> <td>Landscape Plan and <a href="#">Landscape Worksheet</a></td> <td></td> <td></td> <td>Fire Access Plan and <a href="#">Fire Access Worksheet</a></td> <td></td> </tr> <tr> <td></td> <td>Grading Plan</td> <td></td> <td></td> <td>Building Elevations</td> <td></td> <td></td> <td>Street Tree Plan and <a href="#">Street Tree Report</a></td> <td></td> </tr> </tbody> </table>	Req.		✓	Req.		✓	Req.		✓		Site Plan			Utility Plan			Roof and Floor Plans			Survey or site plan of existing conditions			Landscape Plan and <a href="#">Landscape Worksheet</a>			Fire Access Plan and <a href="#">Fire Access Worksheet</a>			Grading Plan			Building Elevations			Street Tree Plan and <a href="#">Street Tree Report</a>								
Req.		✓	Req.		✓	Req.		✓																																				
	Site Plan			Utility Plan			Roof and Floor Plans																																					
	Survey or site plan of existing conditions			Landscape Plan and <a href="#">Landscape Worksheet</a>			Fire Access Plan and <a href="#">Fire Access Worksheet</a>																																					
	Grading Plan			Building Elevations			Street Tree Plan and <a href="#">Street Tree Report</a>																																					
	Supplemental Requirements (Based on Application Type)	<p>Additional materials are required for the following application types noted below. See <a href="#">Land Use Application Form LND-B</a> for a detailed list of the submittal requirements for these application types.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The following Conditional Use Applications:                             <ul style="list-style-type: none"> <li><input type="checkbox"/> Lakefront Developments</li> <li><input type="checkbox"/> Outdoor Eating Areas</li> <li><input type="checkbox"/> Development Adjacent to Public Parks</li> </ul> </li> <li><input type="checkbox"/> Modifications to Parking Requirements (i.e. Parking Reductions or Exceeding the Maximum)</li> </ul> <ul style="list-style-type: none"> <li><input type="checkbox"/> Demolition Permits</li> <li><input type="checkbox"/> Zoning Map Amendments (i.e. Rezoning)</li> <li><input type="checkbox"/> Planned Development General Development Plans (GDPs) / Planned Development Specific Implementation Plans (SIPs)</li> <li><input type="checkbox"/> Development within Downtown Core (DC) and Urban Mixed-Use (UMX) Zoning Districts</li> </ul>																																										

**APPLICATION FORM (CONTINUED)**

**5. Project Description**

Provide a brief description of the project and all proposed uses of the site:

Mixed use, residential, retail, office addition to the Hilldale Shopping Center

**Proposed Square-Footages by Type:**

Overall (gross): See attached      Commercial (net): \_\_\_\_\_ Office (net): \_\_\_\_\_  
 Industrial (net): \_\_\_\_\_ Institutional (net): \_\_\_\_\_

**Proposed Dwelling Units by Type** (if proposing more than 8 units):

Efficiency: \_\_\_\_\_ 1-Bedroom: \_\_\_\_\_ 2-Bedroom: \_\_\_\_\_ 3-Bedroom: \_\_\_\_\_ 4 Bedroom: \_\_\_\_\_ 5-Bedroom: \_\_\_\_\_  
 Density (dwelling units per acre): \_\_\_\_\_ Lot Area (in square feet & acres): \_\_\_\_\_

**Proposed On-Site Automobile Parking Stalls by Type** (if applicable):

Surface Stalls: \_\_\_\_\_ Under-Building/Structured: \_\_\_\_\_ Electric Vehicle-ready<sup>1</sup>: \_\_\_\_\_ Electric Vehicle-installed<sup>1</sup>: \_\_\_\_\_

**Proposed On-Site Bicycle Parking Stalls by Type** (if applicable):

Indoor (long-term): \_\_\_\_\_ Outdoor (short-term): \_\_\_\_\_

<sup>1</sup> See [Section 28.141\(8\)\(e\), MGO](#) for more information

**Scheduled Start Date:** 2023      **Planned Completion Date:** 2025

**6. Applicant Declarations**

**Pre-application meeting with staff.** Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff DAT      Date October 7, 2022

Zoning staff DAT      Date October 7, 2022

**Posted notice of the proposed demolition on the [City's Demolition Listserv](#)** (if applicable). Date Posted \_\_\_\_\_

Public subsidy is being requested (indicate in letter of intent)

**Pre-application notification:** The zoning code requires that the applicant notify the district alder and all applicable neighborhood and business associations **in writing no later than 30 days prior to FILING this request.** Evidence of the pre-application notification or any correspondence granting a waiver is required. List the alderperson, neighborhood association(s), business association(s), AND the dates notices were sent.

District Alder Tischler      Date September 6, 2022

Neighborhood Association(s) Hillfarms Neighborhood Association      Date October 13, 2022

Business Association(s) NA      Date \_\_\_\_\_

**The applicant attests that this form is accurately completed and all required materials are submitted:**

Name of applicant 401 N. Segoe LLC. & Hilldale Shopping Center      Relationship to property Owner

Authorizing signature of property owner       Date 3/12/2023

Lou Mastaglio      Senior Vice President, Asset Strategy & Dev  
7/5/2016 AD8A43B...      PAGE 7 OF 8