



August 4, 2025

Meagan Tuttle
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: Hilldale Shopping Center
Heather Crest Reconstruction
SIP Submittal

Dear Meagan,

Hilldale Shopping Center, LLC. is pleased to submit the attached Specific Implementation Plan for the reconstruction of a portion of the Heather Crest private street segment along building 100 (former AMC building.) This project seeks to implement the street cross section approved during the Phase Three SIP, installing the north pedestrian improvements and travel lanes while transitioning to the existing condition south of the street. This transition will allow the full implementation of the Building 100 Redevelopment while the balance of Phase Three undergoes additional conversations. The submittal does not include any of the adjoining building sites and is limited to the overall streetscape implementation.

We look forward to working with the City on the review and implementation of this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Munson", is positioned above the printed name and title.

Brian Munson
Principal

Project Name:

Hilldale Shopping Center: Heather Crest Reconstruction

Applicant/Owner:

Hildale Shopping Center LLC.
702 North Midvale Boulevard
Madison, WI 53703

Contact: Kyle Greaves
Kyle.Greaves@wsdevelopment.com

Design Team:

Landscape Architect: Realm Collaborative
100 East Broad Street
Suite 1710
Columbus, OH 43215
Contact: Brian Bernstein
bberstein@realmcollaborative.com

Civil Engineering: Snyder & Associates
5010 Voges Road
Madison, WI 53718
Contact: Scott Anderson
sanderson@snyder-associates.com

Planning: Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Contact: Brian Munson
Bmunson@vandewalle.com

Site Data:

Address: 702 North Midvale Boulevard 0709-201-2101-2

Project Acreage: .94 acres (area of change only)

Existing Zoning:

Planned Development: General Development Plan (PD-GDP)

Proposed Zoning:

Planned Development: Specific Implementation Plan (PD-SIP)

Project Details

Streetscape reconstruction: See attached civil and landscape plans

Legal Description:

Commencing at the Northwest corner of the Northwest 1/4 of the Northeast 1/4 of Section 20, Township 7 North, Range 9 East, City of Madison, Dane County, Wisconsin; thence S00°45'07"E, a distance of 1,258.12 feet to the Point of Beginning; thence N63°12'41"E, 11.00 feet; thence S26°11'46"E, 43.00 feet; thence S05°36'47"E, 20.47 feet; thence S87°40'52"W, 6.21 feet; thence S00°19'17"W, 1.97 feet; thence S87°53'51"W, 1.95 feet; thence S02°11'01"E, 22.03 feet; thence N89°52'40"E, 2.34 feet; thence S03°17'26"E, 15.17 feet; thence S87°53'51"W, 0.80 feet; thence S02°06'09"E, 2.50 feet; thence S89°20'45"E, 1.55 feet; thence S02°03'33"E, 29.75 feet; thence S84°55'21"W, 1.24 feet; thence S01°26'44"E, 2.46 feet; thence N89°10'40"E, 1.37 feet; thence S01°54'04"E, 30.96 feet; thence S86°38'42"W, 1.24 feet; thence S00°42'47"E, 2.56 feet; thence N87°54'16"E, 1.30 feet; thence S02°05'44"E, 30.95 feet; thence S85°47'25"W, 1.27 feet; thence S01°07'43"E, 2.34 feet; thence N87°20'45"E, 2.26 feet; thence N04°43'14"E, 1.22 feet; thence N87°53'51"E, 25.09 feet; thence S02°43'23"E, 1.27 feet; thence N87°16'37"E, 2.50 feet; thence N02°18'26"E, 1.24 feet; thence N87°48'07"E, 32.28 feet; thence S00°29'27"E, 1.22 feet; thence N89°16'40"E, 2.67 feet; thence N00°55'13"E, 1.25 feet; thence N87°52'59"E, 35.30 feet; thence S00°13'01"E, 1.15 feet; thence N89°48'16"E, 2.82 feet; thence N00°56'27"E, 1.22 feet; thence N87°50'42"E, 35.89 feet; thence S02°05'32"E, 15.62 feet; thence N87°48'41"E, 30.02 feet; thence S01°57'36"E, 5.04 feet; thence N87°45'23"E, 30.07 feet; thence N01°40'37"W, 1.05 feet; thence N88°15'11"E, 20.08 feet; thence S00°42'53"E, 0.96 feet; thence N86°52'30"E, 5.58 feet; thence N14°34'11"E, 6.06 feet; thence N16°36'09"E, 2.01 feet; thence S80°11'11"E, 14.15 feet; thence S12°12'59"W, 10.22 feet; thence S80°01'24"E, 14.32 feet; thence S01°33'36"W, 11.44 feet; thence N89°40'26"E, 11.59 feet; thence S02°16'41"W, 13.13 feet; thence S04°10'32"W, 11.21 feet; thence N89°07'51"W, 11.14 feet; thence S00°49'33"W, 37.15 feet; thence N89°13'23"W, 57.27 feet; thence N00°06'14"E, 20.97 feet; thence N87°31'44"W, 142.54 feet; thence S01°30'40"W, 30.57 feet; thence S89°47'04"W, 45.03 feet; thence N02°18'28"E, 17.02 feet; thence S89°47'04"W, 181.27 feet; thence N38°35'08"W, 9.38 feet; thence N49°24'21"E, 4.37 feet; thence N12°48'03"W, 12.90 feet; thence N29°51'43"E, 5.95 feet to a point of curve; thence southwesterly along a curve to the left having a radius of 120.85 feet and a chord bearing S79°20'10"W, 33.12 feet to a point of curve; thence N20°10'34"W, 5.18 feet; thence S69°20'19"W, 15.42 feet; thence N23°59'16"W, 31.33 feet; thence N71°20'27"E, 28.89 feet to a point of curve; thence northeasterly along a curve to the left having a radius of 44.53 feet and a chord bearing N48°29'47"E, 43.32 feet to a point of curve; thence northeasterly along a curve to the left having a radius of 52.96 feet and a chord bearing N06°27'02"E, 19.36 feet to a point of curve; thence N88°52'17"E, 36.91 feet to a point of curve; thence southeasterly along a curve to the left having a radius of 25.08 feet and a chord bearing S47°38'16"E, 38.10 feet to a point of curve; thence S87°08'27"E, 47.73 feet; thence N41°31'16"E, 1.94 feet; thence S86°21'01"E, 19.59 feet; thence N02°18'26"E, 17.17 feet; thence N88°02'27"E, 19.47 feet; thence N01°55'18"W, 134.57 feet; thence N65°41'11"E, 4.33 feet; thence N03°59'05"W, 3.06 feet; thence N63°10'48"E, 10.53 feet; thence N27°20'02"W, 34.42 feet to the Point of Beginning, containing 40,933 square feet or 0.940 acres, more or less.