AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** September 25, 2013
TITLE: 702 North Midvale Boulevard – Demolition, Remodeling, New Construction/Significant Reconfiguration for "Hilldale Mall" in UDD No. 6. 11th Ald. Dist. (30875)	**REFERRED:** **REREFERRED:** **REPORTED BACK:**
AUTHOR: Alan J. Martin, Secretary	**ADOPTED:** **POF:**
DATED: September 25, 2013	**ID NUMBER:**

Members present were: Richard Wagner, Chair; Melissa Huggins, John Harrington, Henry Lufler, Richard Slayton, Lauren Cnare and Cliff Goodhart.

SUMMARY:

At its meeting of September 25, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of demolition, remodeling, new construction/significant reconfiguration for "Hilldale Mall" located at 702 North Midvale Boulevard. Appearing on behalf of the project were Brian Munson, Steve Holzhauer, Katherine Wetherbee and Louis Masiello, all representing WS Development Associates, LLC; Shane Bernau, representing Ken Saiki Design; and Bill Dunlop, representing JSD Professional Services. Registered and speaking neither in support nor opposition was Tyrone Beel. Munson presented a much simpler plaza design on the west side, which allows for the opportunity of outdoor events to happen. The walkway between the mall has been opened up with additional activity.

Tyrone Beel spoke as a Hilldale area resident. His question was has the Police Department and Fire Department signed off on this? Public safety in environmental design is an important consideration. Is this going to enhance the situations going on there now? Drug deals happen across from Target. The Secretary responded that the Police and Fire Departments have reviewed this project as part of its recommendations to the Plan Commission on its rezoning, noting that this is strictly the design review body; the Plan Commission will get comments from Fire and Police on the project as part of its review. Those will be forwarded to the Common Council once the PD is approved. Munson added that the staff report issued prior to this meeting did include comments from the Fire Department (re: meeting applicable codes). Holzhauer added that one of the other goals of the project was to engage the west side parking lot more, more storefronts on the street, more eyes and shoppers on both sides of the mall, which should address some of these concerns.

Comments and questions from the Commission were as follows:

- What would happen if you would simply put 1-3 trees that would kind of play off those Elms? That would start giving a canopy to that and help with activation. Right now it's pretty bleak.
    - We had more plantings in our informational presentation. We don't know what is going to happen in there but we want to encourage vitality, so the more we put in there that is fixed it starts to reduce that opportunity.

I'm not looking at planters, I'm just looking at trees that really have flat tops that don't take up too much space. Having canopy and shade is not going to hurt. I'm not talking about density, just 1-3 trees, you need something. A smaller trunk tree.

We have to be aware of tenant demand for visibility to their storefront signage.

I think if you use the right trees that won't be a factor. It's a hot spot.

- I want to make sure that people walking along here have a line to walk through so they don't create some congestion. I do like that you provided a barrier to prevent people from just running out in the street. If you feel that is an obstacle, just adjust that as necessary.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0-1) with Goodhart recusing himself. The motion required additional canopy tree plantings at the westerly end of the new pedestrian way, as well as adjustments to the easterly end if proposed plantings present a potential barrier for walkers.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall rating for this project is 6.

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	6	6	6	6	-	6	6	6