



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>April 27, 2016</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>May 11, 2016</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 702 North Midvale Boulevard
Project Title (if any): Hilldale Shopping Center Renovations

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Alexandra Patterson
Street Address: 33 Boylston Street
Telephone: (617) 646-3224 Fax: ()

Company: Hilldale Shopping Center, LLC
City/State: Chestnut Hill, MA Zip: 02467
Email: Alexandra.Patterson@wsdevelopment.com

Project Contact Person: Cliff Goodhart
Street Address: 309 West Johnson Street
Telephone: (608) 442-6684 Fax: ()

Company: Eppstein Uhen Architects
City/State: Madison, WI Zip: 53703
Email: cliffg@eua.com

Project Owner (if not applicant) : _____
Street Address: _____
Telephone: () Fax: ()

City/State: _____ Zip: _____
Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on April 19, 2016.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Cliff Goodhart
Authorized Signature

Relationship to Property Architect
Date April 27, 2016



April 26, 2016

Urban Design Commission
City of Madison
215 Martin Luther King Jr. Blvd
Madison, WI 53710-2985

Re: Informational Presentation
Alterations to Hilldale Shopping Center
702 North Midvale Boulevard

Dear Commission Members:

Enclosed please find preliminary plans and renderings for our proposed next phase of renovation at Hilldale. WS Development is a privately helped developer of retail centers, located in Chestnut Hill, MA. We own, operate, and manage over 23 million square feet of commercial shopping center real estate, including Hilldale, which we acquired in 2012. In 2013 we came before the Urban Design Commission with our first phase of redevelopment at Hilldale, which focused on the "north side" of the former enclosed mall, between Metcalfe's and Macy's. The plans for this redevelopment were advanced, and evolved in collaboration with the UDC, and many other engaged municipal and civic stakeholders, and the result of these improvements has been an incredibly successful outdoor retail environment.

We have spent the last year watching the north side come alive with new retailers, restaurants, and customer activity, while we have been contemplating the next chapter for Hilldale. We have worked with Eppstein Uhen Architects and Ken Saiki Design, once again, to help us evaluate Hilldale and continue our efforts to reinvest in the very special place that is Hilldale.

As a result of our studies, we have identified an area of the property that calls for this next phase of reinvestment; namely the "south side" of the existing enclosed mall, between Macy's and Sundance.

This next phase for Hilldale involves approximately 55,000 of existing mall building area which will undergo a combination of demolition, remodeling, new construction, and reconfiguration. The next phase has the following goals:

- Transform the south side of the shopping center so that it joins the recently redeveloped North Side as an activated and welcoming streetscape
- Construct approachable storefronts for tenants whose careful design will interact and connect with adjacent pedestrian environment, to better welcome the visiting public.
- Create meaningful outdoor green space that will be programmed year round and provide a living gathering space for customers, neighbors, and members of the Madison community

We look forward to working with you on this exciting next phase for Hilldale.
Sincerely,

A handwritten signature in black ink, appearing to be 'H. C. M.', written over a light blue horizontal line.

For: Hilldale Shopping Center LLC



Hilldale Shopping Center Phase 2 04/27/2016



EXISTING EXTERIOR

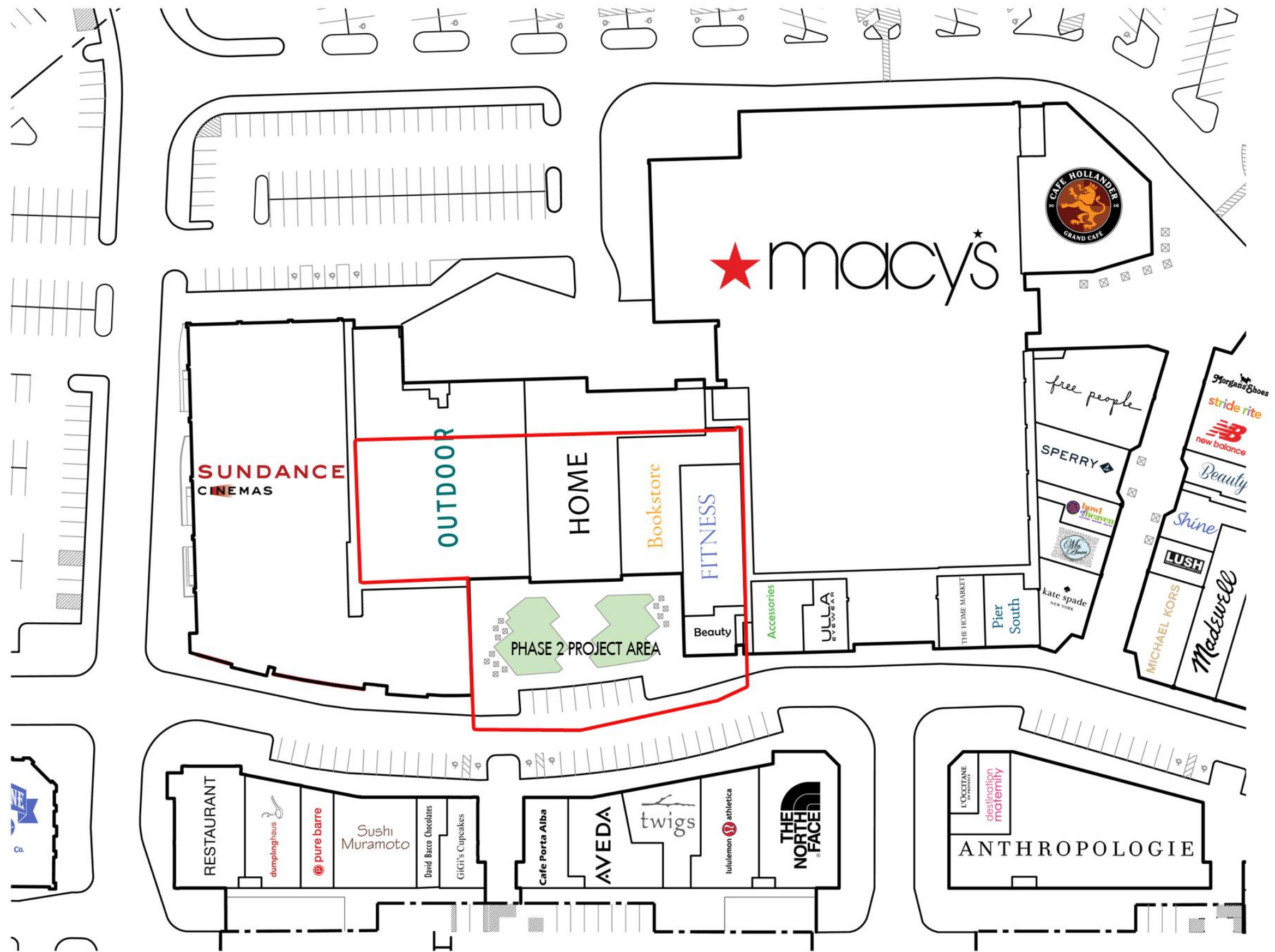


EXISTING EXTERIOR WITH PHASE 1 IN THE BACKGROUND

Hilldale Shopping Center Phase 2 04/27/2016



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