



# VANDEWALLE & ASSOCIATES INC.

March 15, 2023

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

RE: Hilldale Shopping Center Phase Three  
701 North Midvale Boulevard & 401 North Segoe Road  
Planned Unit Development: Specific Implementation Plan  
Buildings 200/300/500

Dear Heather,

WS Development is please to submit the attached Specific Implementation Plan for the buildings 200/300/500 phase of reinvestment in the Hilldale Shopping Center. This document outlines the continued evolution of the shopping center, transitioning from a suburban auto oriented retail development to a vibrant mixed use community destination.

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

Sincerely,

Brian Munson  
Principal

**Project Name:**

Hilldale Shopping Center Phase 3  
Buildings 200/300/500

**Applicant/Owner:**

401 North Segoe LLC & Hilldale Shopping Center LLC.  
33 Boylston Street  
Suite 3000  
Chestnut Hill, MA 02467  
Contact: Chris Boyce  
[Chris.boyce@wsdevelopment.com](mailto:Chris.boyce@wsdevelopment.com)

**Design Team:**

Architects: Hacin Associates  
500 Harrison Avenue  
Studio 4F  
Boston, MA 02118  
Contact: Matthew Manke  
[mmanke@hacin.com](mailto:mmanke@hacin.com)

Epstein Uhen Architects  
222 West Washington Avenue  
Suite 650  
Madison, WI 53703  
Contact: Jonathan Parker  
[jonathanp@eua.com](mailto:jonathanp@eua.com)

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

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

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

**Site Data:**

Address: 702 North Midvale Boulevard 0709-201-2101-2  
401 North Segoe Avenue 0709-201-2005-6

Parcel Size: 4.72 acres

**Existing Zoning:**

Planned Development: General Development Plan (PD-GDP)

**Proposed Zoning:**

Planned Development: Specific Implementation Plan (PD-SIP)

**Project Details**

Building 200

1 story retail  
Gross Square Footage: 16,756 sq. ft.  
Leasable Commercial Area: 14,354 sq. ft.

Building 300

3 story retail/office  
Gross Square Footage 54,413 sq. ft.  
Leasable Commercial Area  
1<sup>st</sup> floor: 27,343 sq. ft.  
2<sup>nd</sup> floor: 19,844 sq. ft.  
3<sup>rd</sup> Floor: 337 sq. ft.  
47,524 sq. ft.

Surface Parking: 234 (3 EV stalls)  
Private Street Parking: 19  
Bike Parking: 79

Building 500

Gross Square Footage: 162,097 sq. ft.  
Residential Units 100 units  
Leasable Residential Area: 87,080 sq. ft.  
Leasable Commercial Area: 7,638

Parking:  
Lower Level: Standard 48 (2 EV, 8 EV ready)  
Tandem 22  
First Floor: 31  
101

Bikes:	
Guest (exterior)	28
Floor Mount	81
<u>Wall Mount</u>	<u>49</u>
	130

**Anticipated Phasing**

The project will be built in sequential steps as part of 3 phases over the course of 2-4 years.

- Phase One: Building 300  
Plaza  
Heather Crest Reconstruction/Streetscape  
Parking & Circulation
  
- Phase Two: Building 200  
Price Place Streetscape
  
- Phase Two: Building 500  
Price Place/Vernon Streetscape

**TDMP**

A Transportation Demand Management Plan has been created to facilitate a multi-modal transportation focus for the project. This plan illustrates that the combination of mixed-use development and sustainable multi-modal transportation options facilitate a balance approach to accessing the shopping center.

**Sustainability**

Sustainable initiatives will be incorporated throughout the site as part of a system wide focus on sustainability. Sustainability components under evaluation include green stormwater management techniques, green infrastructure, green building techniques, and renewable energy. The site will meet the City’s EV charging and bird friendly glass ordinances. Sustainability techniques will be finalized as part of the Specific Implementation Plan stage.

Stormwater Management

The site is located in a watershed with flooding issues and is being carefully designed, in consultation with the City Engineering Department, with attention to minimum building opening elevations, door & garage placements, and stormwater management techniques. The design team is currently evaluating green roof, permeable pavers, bio-infiltration, underground storage, and underground infiltration to meet the required stormwater management and to identify any opportunities to improve the overall floor impacts on the site and surrounding neighborhood.

Green Infrastructure

The design team is evaluating building mechanicals and construction techniques to integrate sustainable components throughout the site.

**Legal Description:**

Proposed Lot 2 – Legal Description

Part of Lot 1, Certified Survey Map Number 12930, as recorded in volume 82 of Certified Survey Maps, on pages 160-180, as Document Number 4667665, Dane County Registry, Lots 10-11, KELAB REPLAT, as recorded in Volume 23 of Plats, on pages 41-42, as Document Number 999296, Dane County Registry, Part of Vacated Kelab Drive Document Number 4204088, Lots 5-7, UNIVERSITY HILL FARMS - COMMERCIAL RESERVE ADDITION, as recorded in Volume 21 of Plats, on pages 6-7, as Document Number 953198, Dane County Registry, all being part of the Southeast Quarter of the Northwest Quarter and part of the Southwest Quarter of the Northeast Quarter, all in Section 20, Township 7 North, Range 9 East, City of Madison, Dane County, Wisconsin, more fully described as follows:

Beginning at the Northeasterly corner of said Lot 10, KELAB REPLAT, thence S00°01'07"E along the Westerly right of way line of Price Place, 368.70 feet to a point of curvature; thence along the arc of a curve to the right through a central angle of 112°37'41", an arc length of 29.49 feet, a radius of 15.00 feet and a chord bearing S55°41'21"W, 24.96 feet to the Northerly right of way line of Vernon Boulevard and a point of curvature; thence along said Northerly right of way line and the arc of a curve to the right through a central angle of 01°44'25", an arc length of 17.62 feet, a radius of 580.00 feet and a chord bearing N65°58'42"W, 17.62 feet to a point of reverse curvature; thence continuing along said Northerly right of way line and the arc of a curve to the left through a central angle of 23°08'46", an arc length of 282.78 feet, a radius of 700.00 feet and a chord bearing N76°09'45"W, 280.86 feet to a point of reverse curvature; thence along the arc of a curve to the right through a central angle of 78°33'12", an arc length of 20.57 feet, a radius of 15.00 feet and a chord bearing N53°19'26"W, 18.99 feet to the Easterly right of way line of Segoe Road and a point of reverse curvature; thence along said Easterly right of way line and the arc of a curve to the left through a central angle of 30°11'25", an arc length of 347.38 feet, a radius of 659.27 feet and a chord bearing N24°31'33"W, 343.38 feet; thence continuing along said Easterly right of way line N39°43'03"W, 101.34 feet; thence N49°37'34"E, 26.87 feet to a point of curvature; thence along the arc of a curve to the right through a central angle of 42°55'11", an arc length of 168.55 feet, a radius of 225.00 feet and a chord bearing N71°05'10"E, 164.63 feet; thence S87°27'15"E, 385.95 feet; thence S00°01'03"E, 146.84 feet to the northerly right of way line of Price Place; thence along said Northerly right of way line S°53'25"W, 30.00 feet to the point of beginning. This description contains 205,693 square feet or 4.72 acres.