AGENDA #3.

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION PRESENTED: September 21, 2005

TITLE: 702 North Midvale Boulevard (Hilldale **REFERRED:**

Shopping Center) – Amended PUD(GDP-SIP) in Urban Design District No. 6 – 11th

Ald. Dist.

AUTHOR: Alan J. Martin, Secretary ADOPTED: POF:

DATED: September 21, 2005 **ID NUMBER:**

Members present were: Paul Wagner, Chair; Todd Barnett, Robert March, Bruce Woods, Michael Barrett, Ald. Noel Radomski, Jack Williams and Lisa Geer.

REPORTED BACK:

SUMMARY:

At its meeting of September 21, 2005, the Urban Design Commission RECEIVED AN INFORMATIONAL PRESENTATION on an Amended PUD(GDP-SIP) for Hilldale Mall. Woods abstained from consideration of this item. Appearing on behalf of the project was Robert Fink and Dennis Harder. The purpose of the presentation was to provide for a continued informational presentation on an updated redevelopment plan for Phase II of the mixed-use redevelopment project for "The Hilldale Mall," which includes the demolition of the existing office/commercial building on the former "Humana" property and the existing "Hilldale Theatre/Chinese Buffet" building. The redevelopment proposal calls for the development of a retail grocer, "Whole Foods" on the northeasterly corner of the site, including a parking field along with the development of a 30,000 square foot retail center to replace the former theater/restaurant building, in addition to a 60-unit condominium development and future residential/structured parking development along the southerly side of Sawyer Terrace. The applicants noted that the future residential development proposed on the southerly side of Sawyer Terrace was conceptual at best, and would also include the potential redevelopment of the post office site and provide for multiple story residential development, overlying structured parking, interlaced with pedestrian terraces and plazas, including the redevelopment of the existing surface parking serving the rear side of Hilldale (Marshall Field's). It was emphasized the development of the grocer site and the 60-unit condominium mid-rise building would probably constitute the initial phase. The future development of the 30,000 square foot retail store to replace the existing Hilldale Theatre/restaurant building was contingent on either a buyout of the current leases or their expiration; delaying development of that portion of the site. Following the presentation, the Commission expressed concerns on the following:

- Include within the redevelopment plan the relocation of the Hilldale Theatre. The applicants noted that the existing southerly end of the mall is anticipated to be developed with a mall-type theater complex at some point in the future.
- Expand on-site infiltration options. The applicant noted that the drainage plan would be expanded to utilize adjoining retaining walls and terraces, as well as piping out of stormwater runoff.
- Concern with the lack of a planned relationship between the proposed 240-stall surface parking lot and the 30,000 square foot retail pad site's blank building wall and view of roof areas due to the difference

in grade. Examine creating a second floor to link the retail building with the upper level surface parking in order to provide a shared surface parking arrangement, or consider a two leveled structured parking ramp to serve both the 50,000 retail building and the 30,000 square foot retail structures. In addition, consider the development of a residential level within the 30,000 square foot structure.

- Create a green spine of trees within the central core of the surface parking lot between both of the proposed retail structures to provide protection against the sun/heat effect.
- Examine the relationship of the future entry to the 50,000 square foot building at the corner of Segoe Road and University Avenue to the existing bus stop on University Avenue.
- Provide appropriate screening for a future condominium development along the south side of Frye Street.
- The design of any outdoor pedestrian areas should include landscaping amenities.
- Concern with the relationship of the grocer building (the 50,000 square foot building) to Segoe Road and University Avenue; eliminate the potential for dead blank walls on elevations.
- Reexamine the proposed development of the 107-stall surface parking lot between the existing Hilldale Mall and the proposed 30,000 square foot structure in regards to its use for potential greenspace or a potential building site with further consideration of the development of structured parking to be provided between both the 50,000 square foot and 30,000 square foot retail buildings along University Avenue.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no action was taken by the Commission.

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 ratings for this project are 5, 5, 5, 5, 5, 5, 5, 6 and 7.

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	5	-	5	-	-	6	4	5
	6	-	7	-	-	7	6	7
	-	-	-	-	-	-	-	5
	6	-	5	6	-	6	6	6
	5	-	-	-	-	5	5	5
	5	-	6	-	-	6	5	5.5

General Comments:

- This is losing the strong progressive feel of the first iteration; it is becoming standard suburban. The entrance/exits are oriented to speed, rather than traffic-calming. Turning radii are too big within the development.
- Appreciate moving one lot to the interior of the development. Consider a 2-level building at the smaller retail space area. Should look at larger detention/infiltration area before the drainage meets the wall terraces. Screen the loading dock from upper parking. Screen dumpster area of larger retail and incorporate trees in the outdoor seating area also. Building access from bus stop door on University Avenue façade.
- Building pulled to street is good step. Concerned with lack of underground parking; look at rooftop parking on top of 30,000 square foot retail building; create greenspace in front of Whole Foods or along east-west private road; concerned about view from Whole Foods parking lot to top of 30,000 square foot retail building.
- Look forward to parking/landscape/infiltration details.
- Repeat: Study possibilities of 2-level parking on slope and building with underground parking on 107 stall lot site. New street alignment is good.