

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by CITY OF MADISON
Aldermanic District 11
Zoning District FEB 21 2018
Urban Design District 6 11107 Planning & Community
Submittal reviewed by & Economic Development

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

AGENDA ITEM #	_____
LEGISTAR #	_____
ALD. DIST.	<u>11</u>

1. Project Information

Address: 702 North Midvale Boulevard
Title: Hilldale Shopping Center: Comprehensive Signage Amendment

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 3.7.18 3-21-18
☐ New development ☒ Alteration to an existing or previously-approved development
☐ Informational ☒ Initial approval ☒ Final approval

3. Project Type

☒ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage
☒ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)

Other
☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name	<u>Louis Masiello</u>	Company	<u>Hilldale Shopping Center LLC</u>
Street address	<u>33 Boylston Street, Suite 3000</u>	City/State/Zip	<u>Chestnut Hill, MA 02467</u>
Telephone	<u>617.232.8900</u>	Email	<u>lou.masiello@wsdevelopment.com</u>
Project contact person	<u>Brian Munson</u>	Company	<u>Vandewalle & Associates</u>
Street address	<u>120 East Lakeside Street</u>	City/State/Zip	<u>Madison, WI 53715</u>
Telephone	<u>608.255.3988</u>	Email	<u>bmunson@vandewalle.com</u>
Property owner (if not applicant)	_____		
Street address	_____	City/State/Zip	_____
Telephone	_____	Email	_____

5. Required Submittal Materials

- ☒ **Application Form**
- ☒ **Letter of Intent**
- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ **Development plans** (Refer to checklist provided below for plan details)
- ☒ **Filing fee**
- ☒ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on February 15, 2018.
2. 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.

Applicant name Louis C. Masiello Relationship to property SVP of Development for WS Asset Management Inc., the property manager of Hilldale Shopping Center LLC

Authorized signature of Property Owner Hilldale Shopping Center LLC Date February 20, 2018

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☒ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



Wednesday, February 21, 2018

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

RE: Hilldale Shopping Center: CDR Amendment
702 North Midvale Boulevard

Dear Janine,

The following document outlines a request for a Major Amendment to the adopted Hilldale Mall Comprehensive Design Review (CDR) to allow for the incorporation of a lower level directory sign and standards for incorporation of window signs. The directory signage is also detailed in a separate submittal requesting a minor façade amendment to the adopted PUD-SIP.

Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

The proposed directory sign will create a cohesive design element that addresses the overall design of the shopping center and creating clear wayfinding & enhanced visibility for the lower level tenants.

Integration of well-designed window mounted signage is consistent with the overall high-quality façade design within the center.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

The lower level tenant entrances do not offer sufficient visual presence for tenants. Creation of a well-designed central directory will enhance the viability of the tenant spaces while creating a coordinated directory sign and limiting signage clutter.

Window mounted signage would otherwise be allowed per section 31.10 Window Signs, this request incorporates and defines the use of window signs within the shopping center.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

Will be met.

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

Will be met

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

Not applicable.

6. The Sign Plan shall not be approved if any element of the plan:

- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. obstructs views at points of ingress and egress of adjoining properties,
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- d. negatively impacts the visual quality of public or private open space.

Will be met.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

Not applicable.

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

Sincerely,



Brian Munson
Principal

Cc: Alexandra Patterson, WS Development
Nanci Horne, WS Development
Matt Tucker, City of Madison
Chrissy Thiele, City of Madison

Hilldale Comprehensive Sign Plan



WS DEVELOPMENT | HILLDALE | MADISON, WISCONSIN

HILLDALE

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Signage Outline

PREVIOUSLY APPROVED SIGNAGE TO REMAIN

- Hilldale Wayfinding signage is allowed change of copy, with replacement to be an amendment to the CDR.
- Macy's East facade measures 241 square feet and West facade measures 328 square feet. Any signs replacing them may not exceed their current net size.

HILLDALE PLACEMAKING SIGNAGE

- Enclosed Tenant Elevation & Signage Map indicating Tenants who are permitted multiple signs; 1 on each Tenant elevation facing a "street" or public way. Not to exceed three signs per tenant.
- Tenant elevations shall be considered the facade of a building facing a Public Way, as defined in the Hilldale Sign Package.
- Enclosed Public Ways Map indicating all ways that face Public Ways shall be treated as public streets for the purposes of signable area
- Portable A-Frame signs are permitted on site.
- Lower Level Tenants are permitted one portable A-Frame sign for the collective lower level, in compliance with design requirements, at each entrance to the lower level.
- Each Tenant is permitted one portable A-Frame sign at each entrance. Maximum of two signs per tenant.
- Lower Level Directory Signage is permitted at double door entrance to the Lower Level, affixed to the north facing elevation. The overall size of the wall sign shall not exceed 94" x 211" and allows for 20% of signable area per tenant. Each tenant shall be permitted to display their name and one image, or logo, depicting their business. The color palette of the Lower Level Directory Signage shall remain consistent and complimentary with the colors around the property.
- All signage shall have landlord approval.

ORDINANCE CONFORMANCE

- Future signage submittal not specifically addressed by this document shall comply with the standards of Chapter 31 as it pertains to Group 2, Madison General Ordinances and conform with Urban Design District #6.

The site plan illustrates the proposed Blue Line route through the University of North Carolina at Chapel Hill campus. The route is shown in blue, starting from the south near Price Place, running north through the center, and then turning east towards the top right. Key streets labeled include University Avenue, Middle Boulevard, Heather Crest, Price Place, and Ferry Street. The plan also shows various building footprints, parking lots, and a north arrow in the top right corner.

Tenant Elevation & Signage

At facades with three walls facing two or less streets.



Review and Approval

- Complete signage shop drawings shall be submitted to Landlord for review and approval. Landlord will send the City notice of approval for the sign.
- The City of Madison may also require review and approval of specific sign types, Landlord to notify Tenant if this review and approval is required.

EXISTING WAYFINDING SIGNAGE



N. Midvale Blvd
Southern Access
Monument Ground Sign



N. Midvale Blvd
Central Access
Monument Ground Sign

EXISTING WAYFINDING SIGNAGE



N. Midvale Blvd
Northern Access
Monument Ground Sign



N. Segoe Road
Monument Ground Sign

EXISTING WAYFINDING SIGNAGE



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign



N. Midvale Blvd &
University Ave Intersection
Fountain & Sign

EXISTING WAYFINDING SIGNAGE



Arboretum Park
Garage Entry Sign



Arboretum Park
Between Building A & B

Left:
Directory
Ground Sign
Right:
Tenant Wayfinding
Ground Sign

EXISTING WAYFINDING SIGNAGE



Shorewood Park
Garage Entry Sign



Shorewood Park
Between Building C & D

Left:
Directory
Ground Sign
Right:
Tenant Wayfinding
Ground Sign

EXISTING WAYFINDING SIGNAGE



Shorewood Park
Garage Entry
Wall Sign



Shorewood Park
Projecting Sign

EXISTING WAYFINDING SIGNAGE

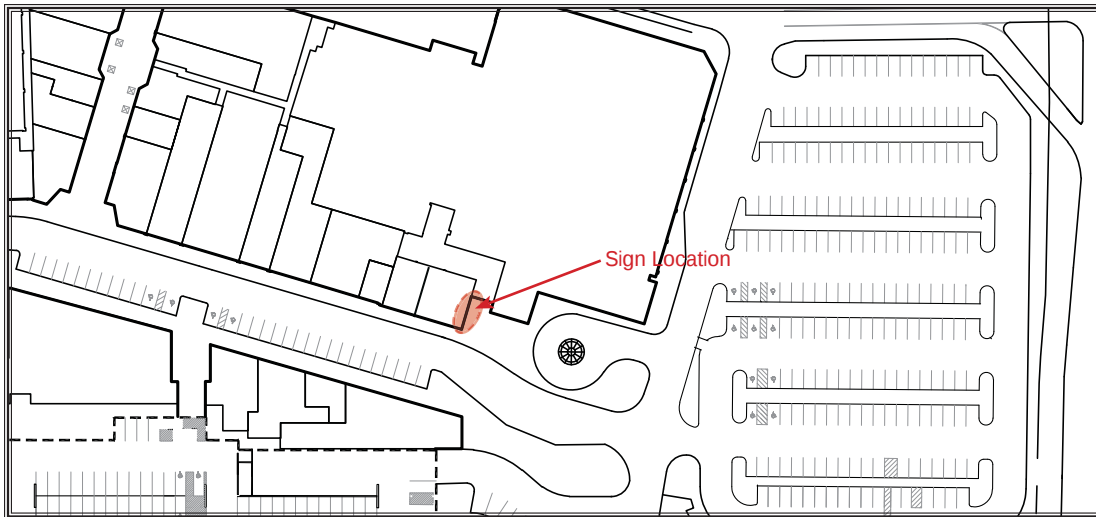


Arboretum Park
Garage Entry
Wall Sign



Arboretum Park
Projecting Sign

LOWER LEVEL DIRECTORY SIGNAGE



Location:

Price Place
Lower Level Entrance
Wall Sign

Sign Guidelines:

- All signs must be of the same font,
- No tenant logo allowed,
- One generic icon image per tenant,
- When a panel is un-used it shall be a solid color from the palette.
- Central panel will be used for the "Metro Level Shops" sign.
- No more than 8 signs allowed.

Material:

- Frame aluminum brackets with aluminum base;
- Dibond panels with graphics applied.



Existing Condition

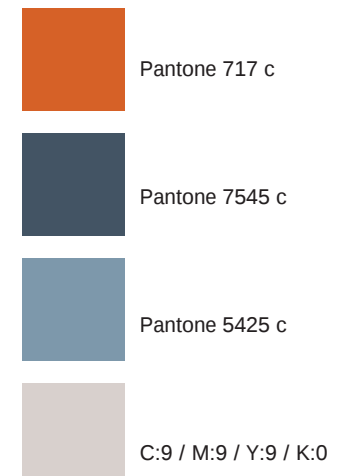


Proposed

211"

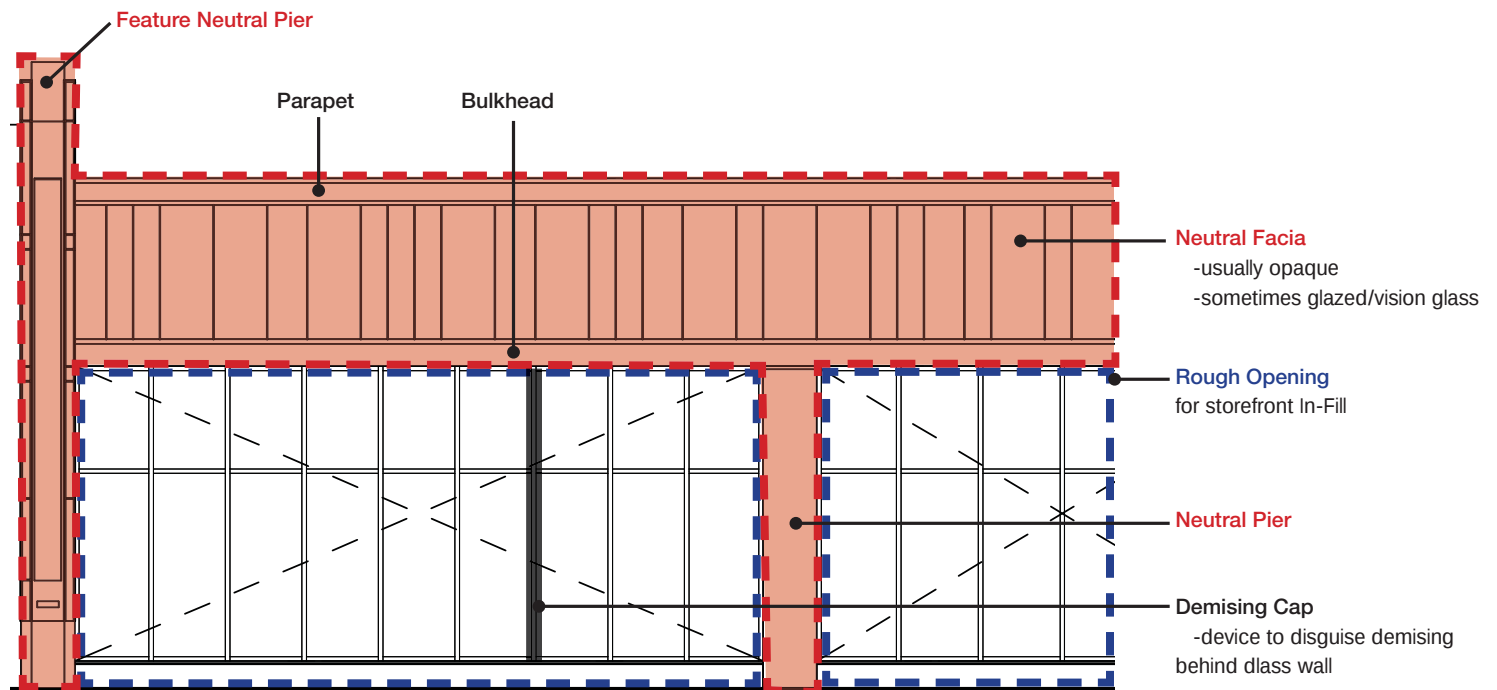


Color Palette

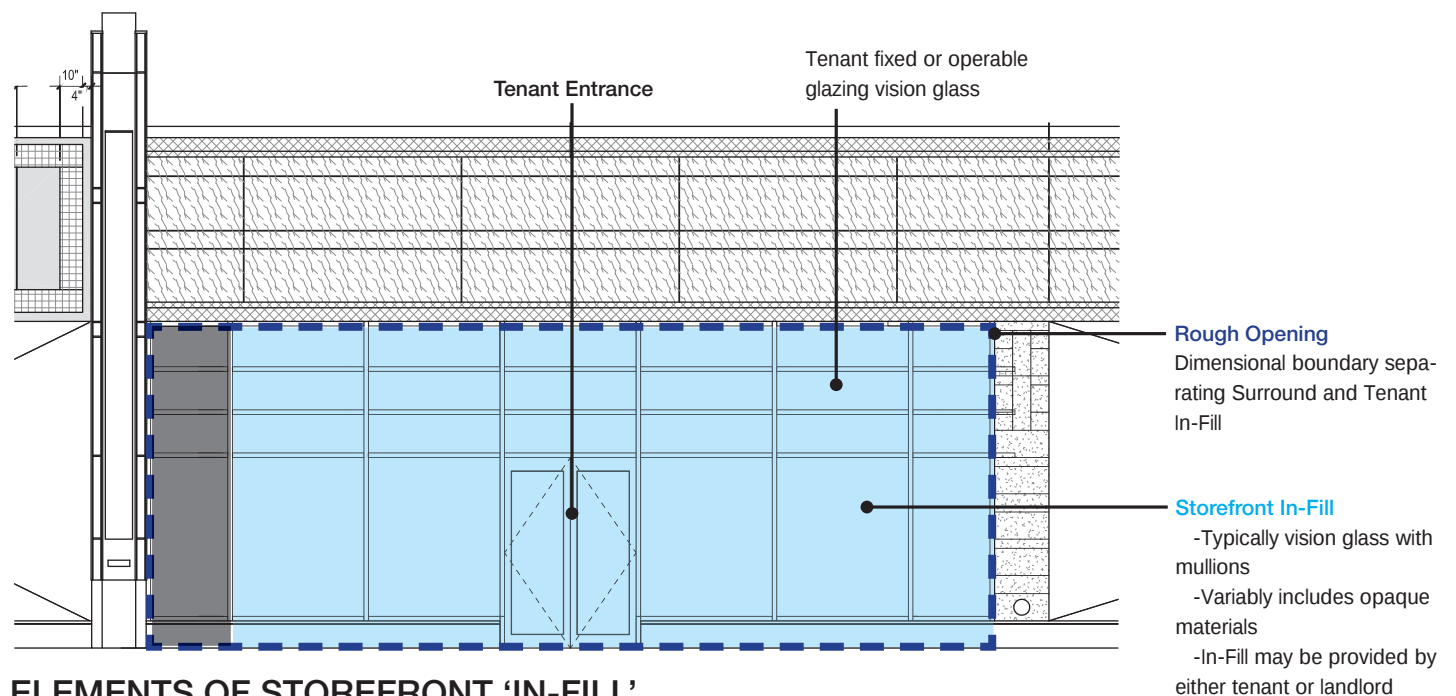


TENANT SIGNAGE

STOREFRONT - DEFINITION



ELEMENTS OF STOREFRONT SURROUND



ELEMENTS OF STOREFRONT 'IN-FILL'

TENANT SIGNAGE

STOREFRONT - DEFINITION

Storefront “Surround” is commonly but not always design and constructed by landlord.

Storefront “In-Fill” can be designed and constructed by either landlord or tenant.

Façade amendments subject to separate review and approval by City of Madison

Tenant “Brand Expression” is typically accommodated and integrated in several ways, see examples:



- Tenant sign positioned and attached to storefront on either surround or In-Fill



- In-Fill design can be designed and constructed by either landlord or tenant.



- IDesign integration of Surround and In-Fill, by either landlord or tenant.

WINDOW SIGNAGE AS PRIMARY SIGN

- Tenant storefront “Window Signage” may be tenant’s primary sign located on glazing.
- Signs may be fabricated or 2D applied.
- 2D and 3D Window Signage shall be attached on glazing or mullion according to individual tenant storefront.
- Signs may be illuminated or not illuminated.
- Height of signs shall be dictated by individual tenant storefront.
- Window signs may not exceed 30% of total elevation area of the storefront in-fill.
- Logos shall be allowed as tenant primary sign.
- Tenant Primary Signage shall not be allowed to cross over from glazing onto tenant neutral facia.
- Tenant will be limited to either a Window Sign or a Façade Sign for their primary signage (not both).

EXAMPLES OF PRIMARY WINDOW SIGNS



EXISTING WAYFINDING SIGNAGE

