

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 22, 2021
TITLE: 702 N. Midvale Boulevard & 401 N. Segoe Road - Planned Development (PD), Hilldale Shopping Center Phase 3 Located in Urban Design District (UDD) No. 6. 11th Ald. Dist. (67176)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Kevin Firchow, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: September 22, 2021	<b>ID NUMBER:</b>

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Members present were: Cliff Goodhart\*, Chair; Lois Braun-Oddo, Tom DeChant, Craig Weisensel, Rafeeq Asad, Jessica Klehr, Christian Harper, Christian Albouras, Shane Bernau and Russell Knudson.

\*Goodhart recused himself on this item; Weisensel acted as Chair.

### **SUMMARY:**

At its meeting of September 22, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Development (PD) located at 702 N. Midvale Boulevard and 401 N. Segoe Road. Registered and speaking in support was Brian Munson, representing WS Development. Registered in support and available to answer questions was Brian Bernstein, representing WS Development/Hilldale Shopping Center.

Munson presented the plans for the southern portion of the overall shopping center involving the redevelopment of the BMO site. The goal is to extend and create additional open spaces, extend the walking district and turn this into an active urban environment by developing active spaces that people want to be in in support of retail, unique opportunities for people to gather that will activate the southern portion of the shopping center. They are proposing the former AMC site as a minor alteration, opening that building up and create a walking street. They studied a range of approaches on the BMO site with a residential building fronting to Price Place and Vernon Boulevard, parking stalls, a center component of a multi-story mixed-use building, possible hotel uses as a primary goal, and preserving residential and office opportunities. The mixed-residential building frames a new signature open space along Heather Crest. A new hotel lobby steps down to Price Place and opens up pathways throughout the project that extend to every corner of the site. The current 284 stall parking count is dropping to 210 stalls.

They focused on extending the pedestrian experience along Price Place through connected greenspaces and plazas, and by opening the AMC façade to be a new two level retail space. Primary entrances are at the southeastern corner near Price Place.

The Commission discussed the following:

- Doesn't a bus go up Heather Crest all the way through to Segoe?

- Yes. In talking with Metro, the perpendicular parking is proposed to be parallel. This line will likely go away with BRT, there may be an opportunity to switch to perpendicular along the AMC frontage only.
- The little area at the top of Segoe with about 15 spaces, there are a lot of pedestrians on Segoe who walk from that area to the west down into Hilldale. The stairway/seating area behind Macy's is often used, could there be a bit of a small tree-lined space kept with some seating there instead of parking? Or any opportunity to have greenspace like the one south of the parking to give a little back to the residents just west of that.
  - We can look at that. There is a significant grade change from Segoe down to that parking area, we're still exploring the final layout of that. We have to do more study on that area.
- Hilldale has come a long way from Gimbel's. Some has been exciting for the City, but like State Street and the retail, I'm wondering if there's anything that can be done with the design towards affordability and accessibility. What kind of housing are you considering, and what kind of retail because right now it's nice but it might be prohibitive for part of the population.
  - We study that constantly. Inherently we'll have nationals that will come in. We've found success in pop-up shops and in restaurants and small shops, including locals. We can work on that tenant mix with this growth. Our leasing team is going to continue working very hard at that. We haven't settled on the residential building yet as to what level of affordable or final unit count will be. The goal is to make sure we can have dedicated parking with the unit count.
- Price Place as the primary entrance, you might have competition with people coming up Heather Crest, maybe address that with signage or an entrance wall.
  - We're trying to extend the experience of the mall all the way up to Price Place. We're trying to design this to slow people down.
- Exciting project, nice presentation. Appreciate the change in brick materials at the plaza to empower the pedestrians to take over the street and make that a free flowing crossing. Huge win you're reducing parking on the site. Have you considered making that a bus and bike only through Heather Crest?
  - It is important to us and we'll continue to study. We've studied this plaza and we've seen the benefit of a streatory program. It will be limited and focused on events but as long as the bus is running cars will follow. We would monitor over time and if we saw this was confusing or not beneficial we would be back for some modifications.
- I like the bridge cut through to the plaza, it gives pedestrians yet another way to get to that plaza which is a nice area. We're all looking forward to some more definition to the buildings.
- Is the AMC building rebuilt or repurposed?
  - A wall has to come down but we will keep the fabric of the brick. New brick would wrap the corner on the west edge, with more glazing and metal panel on the other side.
- Commend you on the continual reinvestment in the property. You constantly seem to be raising the bar in terms of design and lessons learned on previous projects. Really excited to see this project and proposal. The importance of the streetscape to what you've done so far and what you'll do in the future. Thinking about how on-street parking sets up a quality pedestrian environment and having that buffer, I see you starting to pick up on that. Street trees and tree plantings in general, seeing how successful the trees have been with the Silva cells or structure vaults in the mews space, very meaningful investment in terms of urban design. Consider that beyond just the typical tree grates that you invest in those trees. Love the center plaza piece, lot of great things happening there. What you're doing along AMC is really important and going to be really beneficial to break up those large blank façades.
- Regarding circulation, mall patrons and neighborhood residents use the mall as a walking and circulation experience, the connection of the plaza and 300 and 400 buildings back around to Café Hollander and thinking about those spaces, how people from the plaza are going to want to cut through this new mews space diagonally through the parking lot, possibly providing another route to make sure people have a safe route.

- Stormwater combined with the parking lot piece, this is part of a storied watershed feeding into stormwater issues on University Avenue in what was historically lowland, making sure you're doing your part to head that off upstream, create pervious surface wherever you can.
- The parking lot where the plaza is today in the 200 building, that's the go to parking spot for a lot of the other businesses. In terms of wayfinding, making sure that public parking is intuitive so people aren't circulating round and round the space in their cars. There's still a lot of cars coming here.
- Rooftop opportunities for green roofs and capturing stormwater.
- I do like what I'm seeing, but the response to the affordability question was lackluster. Hilldale currently is not inclusive and here is a huge opportunity for racial justice. It's very exclusive, keep that in mind with the elements of housing and retail.

**ACTION:**

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